

F. No. 11/191/2011-E&MDA (EC-22.12.2011)  
Department of Commerce  
E&MDA Division  
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Dated 27<sup>th</sup> December, 2011  
Udyog Bhawan, New Delhi

**Subject: Minutes of the Empowered Committee of MAI held on 22<sup>nd</sup> December, 2011.**

The undersigned is directed to forward herewith a copy of the minutes of the Empowered Committee of MAI meeting held on 22<sup>nd</sup> December, 2011 at 10.00 a.m. in Room No. 141, Udyog Bhawan, New Delhi under the Chairmanship of Shri Rahul Khullar, Commerce Secretary, Department of Commerce, for information and further necessary action.



(P. Dasgupta)

Under Secretary to the Government of India

☎ 2306 2044



1. Shri Rajan S. Katoch, AS&FA, DOC
2. Shri Rajiv Kher, Additional Secretary, DOC
3. Shri D.S. Dhesi, Joint Secretary, DOC
4. Shri Siddharth, Joint Secretary, DOC
5. Shri Anup Wadhawan, Joint Secretary, DOC
6. Shri Sumanta Chaudhuri, Joint Secretary, DOC
7. Shri A.K. Tripathy, Joint Secretary, DOC
8. Shri J.S. Deepak, Joint Secretary, DOC
9. Shri Ravi Capoor, Joint Secretary, DOC
10. Shri J.K. Dadoo, Joint Secretary, DOC
11. Mrs. Mridul Jain, Joint Secretary, DOC
12. Ms. Radhika Lokesh, Joint Secretary (ITP), MEA
13. Shri V. Srinivas, Joint Secretary (Exports), M/o Textiles
14. Shri. N.K. Gupta, ED, ITPO
15. Ms. Amrit Raj, Director, DOC.
16. Smt. Sutapa Majumdar, Director, Planning Commission.
17. Shri P.K. Dash, Principle Secretary, Govt. of Madhya Pradesh
18. Ms. Rani George, Special Secretary, Govt. of Kerala
19. Development Commissioner (Handicrafts), M/o Textiles
20. Ms. Madhavi Das, SG, AEPC
21. Shri Anand Haldankar, ED, ISEPC
22. Shri Ali Ahmed Khan, ED, CLE
23. Shri R. K. Maitra, ED, EEPC
24. Shri Shiv Kumar Gupta, ED, Carpet EPC
25. Shri Siddhartha Rajagopal, ED, TEXPROCIL
26. Dr. P.V. Appaji, ED, Pharmexcil
27. Shri D.K. Sareen, ED, ESC EPC
28. Ms. Smita Samant, ED, CHEMEXCIL
29. Shri Tapan Chattopadhyay, ED, Capexcil
30. Shri R.P. Kalyanpur, ED, Plexcouncil
31. Shri R.K. Pathak, Secretary, TEPC
32. Shri D.S. Rawat, SG, ASSOCHAM
33. Ms. Ambika Sharma, DSG, FICCI
34. Shri Virendra Gupta, Sr. Director CII
35. Shri Nazir A. Dar, President, KCCI
36. Shri Bodhisattwa Mukharjee, ICC
37. Ms. Reema Nanawati, Director, SEWA

**Copy to:**

1. PPS to CS
2. PS to JS (ARM)

**Minutes of the Empowered Committee of MAI held on 22.12.2011 in Room No. 141 under the Chairmanship of Shri Rahul Khullar, Commerce Secretary, Department of Commerce.**

List of participants is annexed.

Welcoming the participants, Chairman observed that all State Governments may be apprised about the availability of MAI assistance for export promotion of the products of their respective States. It was also observed that given the projects already sanctioned, no additional projects of the State of Madhya Pradesh would be assisted under MAI scheme. He directed the territorial and commodity divisions of DOC to scrutinize the proposals from the point of view of India's capacity to export the proposed products in the concerned markets.

Chairman also observed that before recommending any project, the concerned territorial division should also ensure that export promotion activities are not repeatedly organized in any country / city under MAI scheme.

**Agenda Item No. 1**

**Confirmation of the minutes of the EC meeting of MAI held on 31.10.2011**

The minutes of the EC meeting held on 31.10.2011, were confirmed.

**Agenda Item No. 2**

**Status of ongoing projects and projects sanctioned in 2011-12**

EC was informed that for the year 2011-12, a total of 165 projects and studies with total assistance of ₹160.09 Crores under MAI Scheme have been approved including 8 "India Show's".

It was also informed that for the year 2012-13, so far, a total of 67 projects and studies with total assistance of ₹73.29 Crores, have already been approved under MAI scheme.

## **Agenda Item No. 3**

Proposal seeking ex-post-facto approval of EC

### **Item No. 1: Proposal of NCRMI for organizing participation in International exhibition Coir Kerala 2012 at Alappuzha, Kerala during 4-7 February 2012.**

- 3.1.1 The total estimated cost of the project for 2011-12 is ₹485.00 lakhs.
- 3.1.2 The total MAI assistance sought for 2011-12 is ₹185.25 lakhs.
- 3.1.3 The proposed activities to be undertaken under the project is to organize International exhibition Coir Kerala 2012 at Kerala during February 2012 by NCRMI.
- 3.1.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 3.1.5 Specific targeted benefit after completion of the project is to increase of export sales value above 900 crores and augment domestic sales.
- 3.1.6 Coir Board has recommended the proposal.
- 3.1.7 SC was informed by the officer of Department of Coir Development, Govt. of Kerala that NCRMI planned to organize the event with 100 foreign buyers and 150 Indian exporters.
- 3.1.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.8 of the MAI guidelines. (₹65.00 lakhs for air fare & hotel accommodation of foreign buyers and ₹ 35.00 lakhs for venue and other admissible expenses) subject to NCRMI ensuring participation of 150 Indian exporters.
- 3.1.9 AS&FA & CS had already accorded their in-principle approval for the proposal. Ex-post-facto approval of EC is being sought under para 7.1.8 of the MAI guideline with an assistance of ₹ 100.00 lakhs (₹65.00 lakhs for air fare & hotel accommodation of foreign buyers and ₹ 35.00 lakhs for venue and other admissible expenses) subject to NCRMI ensuring participation of 150 Indian exporters.
- 3.1.10 EC accorded its ex-post facto approval with an assistance of ₹100.00 lakhs under para 7.1.8 of the MAI guidelines (₹65.00 lakhs for air fare & hotel accommodation of foreign buyers and ₹ 35.00 lakhs for venue and other admissible expenses) subject to NCRMI ensuring participation of 150 Indian exporters.

### **Item No. 2: Proposal of M/s. APJ-SLG Law Offices, New Delhi for assisting Government of India in preparation of Government response in Anti-Subsidy and Countervailing Duty investigations by EC and Stainless Steel Fasteners and parts thereof originating in India.**

- 3.2.1 The total estimated cost of the project for 2011-12 is ₹1.00 lakhs.

- 3.2.2 The total MAI assistance sought for 2011-12 is ₹1.00 lakhs.
- 3.2.3 The proposed activities to be undertaken under the project Government of India in preparation of Government response in Anti-Subsidy and Countervailing Duty investigations by EC and Stainless Steel Fasteners and parts thereof originating in India.
- 3.2.4 Assistance is admissible under para 7.3.3 and para 4.4 of the MAI guidelines.
- 3.2.5 Specific targeted benefit after completion of the project is drafting and filing of questionnaire response and assistance in verification visit on behalf of the MOC in the Anti-subsidy case by EC and Stainless Steel Fasteners and parts thereof originating in India.
- 3.2.6 EP(Engg) Division, DOC has recommended the proposal.
- 3.2.7 AS&FA & CS had already accorded their in-principle approval for the proposal. Ex-post-facto approval of EC is being sought under para 7.3.3 and para 4.4 of the MAI guideline with an assistance of ₹ 1.00 lakhs to M/s. APJ-SLG Law Offices.
- 3.2.8 EC accorded its ex-post facto approval with an assistance of ₹1.00 lakhs under para 7.3.3 and para 4.4 of the MAI guidelines to M/s. APJ-SLG Law Offices.

**Item No. 3: Proposal of IIFT for Organising Open house sessions with industry associations for facilitating India-Israel FTA negotiations.**

- 3.3.1 The total estimated cost of the project for 2011-12 is ₹12.60 lakhs.
- 3.3.2 The total MAI assistance sought for 2011-12 is ₹12.60 lakhs.
- 3.3.3 The proposed activities to be undertaken under the project is organising Open house sessions with industry associations for facilitating India-Israel FTA negotiations at Kolkata, Bangalore, Mumbai and Delhi with a view to firm up India's stand in respect of various sectors and to finalize the aggressive list and sensitive list vis-à-vis Israel and to identify SPB/TBT issues in our trade with Israel.
- 3.3.4 Assistance has been sought under para 7.4.4 of the MAI guidelines.
- 3.3.5 Specific targeted benefit after completion of the open house discussion sessions with the major stakeholders such as the industry representatives, various chamber, policy makers and academicians on the non-tariff measures (NTMs) imposed by Israel (as desktop analyzed by IIFT) involving import licensing, commodity labeling in Hebrew, varied import levy, tariff-rate barriers which Indian exporters have to face in Israel with a view to facilitate India-Israel FTA negotiations.
- 3.3.6 FT(WANA) Division, DOC has recommended the proposal.
- 3.3.7 AS&FA and CS have accorded in-principle approval for the proposal. Ex-post-facto approval is being sought for assistance of ₹9.00 lakhs under para 7.4.4 of the MAI guidelines.

- 3.3.8 EC was informed by JS(DSD) of FT(WANA) Division, DOC that IIFT is seeking enhanced assistance of ₹ 12.06 lakhs from the approved amount of ₹ 9.00 lakhs to undertake the project.
- 3.3.9 Chairman directed that the proposal should be processed on file by FT(WANA) Division, DOC and did not approve the proposal.
- 3.3.10 AS&FA and CS have reiterated their previous in-principle approval for the proposal. Ex-post-facto approval of EC is being sought for assistance of ₹9.00 lakhs under para 7.4.4 of the MAI guidelines.
- 3.3.11 EC accorded its ex-post facto approval with an assistance of ₹9.00 lakhs under para 7.4.4 of the MAI guidelines.

**Item No. 4: Proposal of Madhya Pradesh Trade and Investment Facilitation Corporation Ltd. for organizing M.P. Textile Expo, Bhopal during November 2011.**

- 3.4.1 The total estimated cost of the project for 2011-12 is ₹124.25 lakhs.
- 3.4.2 The total MAI assistance sought for 2011-12 is ₹87.32 lakhs.
- 3.4.3 The proposed activities to be undertaken under the project is to organize M.P. Textile Expo, Bhopal during November 2011.
- 3.4.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 3.4.5 Specific targeted benefit after completion of the project is to organize a participation of atleast 100 manufacturing units and 25 foreign buyers from SAARC/ASEAN, CIS, African, Latin America and Gulf countries with Texprocil as one of the stake holder.
- 3.4.6 E&MDA Division has recommended the proposal.
- 3.4.7 AS&FA & CS had already accorded their in-principle approval for the proposal. Ex-post-facto approval of EC is being sought under para 7.1.8 of the MAI guideline with an assistance of ₹ 58.07 lakhs (Venue Cost ₹35.75 +Others ₹3.57+ Air travel cost for 25 foreign buyers ₹18.75).
- 3.4.8 EC accorded its ex-post facto approval with an assistance of ₹58.07 lakhs under para 7.1.8 of the MAI guidelines (Venue Cost ₹35.75 +Others ₹3.57+ Air travel cost for 25 foreign buyers ₹18.75).

**Item No. 5: Proposal of Madhya Pradesh Trade and Investment Facilitation Corporation Ltd. for organizing M.P. Herbal and Pharma Expo, Indore during December 2011.**

- 3.5.1 The total estimated cost of the project for 2011-12 is ₹124.25 lakhs.
- 3.5.2 The total MAI assistance sought for 2011-12 is ₹87.32 lakhs.
- 3.5.3 The proposed activities to be undertaken under the project is to organize M.P. Herbal and Pharma Expo, Indore during December 2011.

- 3.5.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 3.5.5 Specific targeted benefit after completion of the project is to organize participation of atleast 100 manufacturing units and 25 foreign buyers from ASEAN, CIS, African and Gulf countries with PHARMEXCIL as one of the stake holder.
- 3.5.6 E&MDA Division has recommended the proposal.
- 3.5.7 AS&FA & CS had already accorded their in-principle approval for the proposal. Ex-post-facto approval of EC is being sought under para 7.1.8 of the MAI guideline with an assistance of ₹ 58.07 lakhs (Venue Cost ₹35.75 +Others ₹3.57+ Air travel cost for 25 foreign buyers ₹18.75).
- 3.5.8 EC accorded its ex-post facto approval with an assistance of ₹58.07 lakhs under para 7.1.8 of the MAI guidelines (Venue Cost ₹35.75 +Others ₹3.57+ Air travel cost for 25 foreign buyers ₹18.75).

**Item No. 6: Proposal of Madhya Pradesh Trade and Investment Facilitation Corporation Ltd. for organizing M.P. Engineering and Auto Expo, Bhopal during February 2012.**

- 3.6.1 The total estimated cost of the project for 2011-12 is ₹124.61 lakhs.
- 3.6.2 The total MAI assistance sought for 2011-12 is ₹87.55 lakhs.
- 3.6.3 The proposed activities to be undertaken under the project is to organize M.P. Engineering and Auto Expo, Bhopal during February 2012.
- 3.6.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 3.6.5 Specific targeted benefit after completion of the project is to organize participation of atleast 100 manufacturing units and 25 foreign buyers from ASEAN, CIS, African and Gulf countries with EEPC as one of the stake holder
- 3.6.6 E&MDA Division has recommended the proposal.
- 3.6.7 AS&FA & CS had already accorded their in-principle approval for the proposal. Ex-post-facto approval of EC is being sought under para 7.1.8 of the MAI guideline with an assistance of ₹ 58.07 lakhs (Venue Cost ₹35.75 +Others ₹3.57+ Air travel cost for 25 foreign buyers ₹18.75).
- 3.6.8 EC accorded its ex-post facto approval with an assistance of ₹58.07 lakhs under para 7.1.8 of the MAI guidelines (Venue Cost ₹35.75 +Others ₹3.57+ Air travel cost for 25 foreign buyers ₹18.75).

**Agenda Item No. 4**

**Proposals recommended by Sub-Committee of MAI**

**Item No. 1: Proposal of FICCI for organizing business mission to Chile and Peru for increasing Market Access of Indian products during 28 May to 1 June 2012.**

- 4.1.1 The total estimated cost of the project for 2012-13 is ₹41.35 lakhs.
- 4.1.2 The total MAI assistance sought for 2012-13 is ₹27.40 lakhs.
- 4.1.3 The proposed activities to be undertaken under the project is organizing business mission to Chile and Peru for increasing Market Access of Indian products. FICCI is planning to participate with 20 participants for each country.
- 4.1.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.1.5 Specific targeted benefit after completion of the project is to increased market access for Indian products and technologies particularly in the areas of agribusiness, chemicals, pharmaceuticals and healthcare, engineering, renewable energy and mining. Enhanced economic engagement between India and the two LAC countries.
- 4.1.6 FT (LAC) Division, DoC has recommended the proposal.
- 4.1.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹10.72 Lakhs under para 7.1.2 of the MAI guidelines (₹ 9.75 lakhs Venue cost and ₹0.97 lakhs for other admissible expenses) subject to FICCI ensuring participation of 20 Indian exporters for each country.
- 4.1.8 EC approved the proposal with MAI assistance of ₹10.72 Lakhs under para 7.1.2 of the MAI guidelines (₹ 9.75 lakhs Venue cost and ₹0.97 lakhs for other admissible expenses) subject to FICCI ensuring participation of 20 Indian exporters for each country.

**Item No. 2: Proposal of SEWA Trade Facilitation Centre (STFC) for participating in international trade fair at Santa Fe International Folk Art Market, Santa Fe, New Mexico, USA during July 2012.**

- 4.2.1 The total estimated cost of the project for 2012-13 is ₹6.63 lakhs.
- 4.2.2 The total MAI assistance sought for 2012-13 is ₹6.07 lakhs.
- 4.2.3 The proposed activities to be undertaken under the project is to organize a stall of SEWA in international trade fair at Santa Fe International Folk Art Market, New Mexico, USA during July 2012. It appears that there will be only one stall of SEWA represented by two artisans.
- 4.2.4 Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 4.2.5 Specific targeted benefit after completion of the project is increase in exports by 30%, enquiry of the products from studios and retailers specializing in folk art, increase in orders of bulk buyers, networking with overseas agencies for development, improvement in competence of artisans to cater to US markets, increase in income of poor women artisans, knowledge of current trends and designs and insight for preparation for overseas fairs.

- 4.2.6 FT (NAFTA) Division, DoC has recommended the proposal.
- 4.2.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹3.37 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 4.2.8 The EC deferred consideration of the proposal and directed that the proposal may be processed on file by FT(NAFTA) Division.

**Item No. 3: Proposal of AEPC for organizing participation in Buyer Seller Meet at Chile (Santiago) & Uruguay (Montevideo) during March/April, 2013.**

- 4.3.1 The total estimated cost of the project for 2012-13 is ₹85.33 lakhs.
- 4.3.2 The total MAI assistance sought for 2012-13 is ₹55.46 lakhs.
- 4.3.3 The proposed activities to be undertaken under the project is organizing participation in Buyer Seller Meet at Chile & Uruguay at Santiago, Montevideo for two days each during March/April, 2013 with 25 participants for each activities.
- 4.3.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.3.5 Specific targeted benefit after completion of the project is promoting Indian product and enhancing image of Indian apparel in Latin American Countries. For the next three years we expect to increase at 10% each year in exports to Chile & Uruguay.
- 4.3.6 Ministry of Textiles has recommended the proposal.
- 4.3.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹48.26 Lakhs under para 7.1.2 of the MAI guidelines (₹ 43.87 for Venue related cost and ₹ 4.39 for other admissible expenses) subject to AEPC ensuring participation of 25 Indian exporters for each activities.
- 4.3.8 EC approved the proposal with MAI assistance of ₹48.26 Lakhs under para 7.1.2 of the MAI guidelines (₹ 43.87 for Venue related cost and ₹ 4.39 for other admissible expenses) subject to AEPC ensuring participation of 25 Indian exporters for each activities.

**Item No. 4: Proposal of KCCI for organizing visit of prominent buyers from different countries for export promotion of products of Kashmir-RBSM at Srinagar during 14-17 May 2012.**

- 4.4.1 The total estimated cost of the project for 2012-13 is ₹141.40 lakhs.
- 4.4.2 The total MAI assistance sought for 2012-13 is ₹139.20 lakhs.
- 4.4.3 The proposed activities to be undertaken under the project is to organize visit of prominent buyers from different countries for export promotion of products of Kashmir-RBSM at Srinagar during 14-17 May 2012. The Council is planning to invite 100 foreign buyers for the event and number of Indian participants has not been mentioned by Council.



- 4.4.4 Assistance is admissible under para 7.1.8 and para 7.5.2 of the MAI guidelines.
- 4.4.5 Specific targeted benefit after completion of the project is to provide manufacturers and handicraft dealers of Kashmir an opportunity to interact with overseas buyers for new inputs regarding design and quality is going to benefit the handicraft industry in Kashmir by way of updating with the latest trend in the global market.
- 4.4.6 EP(Textile) Division, DoC has recommended the proposal.
- 4.4.7 The representative of KCCI informed that the event is now planned with the participation of 75 Indian exporters and 70 foreign buyers.
- 4.4.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to KCCI ensuring participation of 75 Indian exporters.
- 4.4.9 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.8 and para 7.5.2 of the MAI guidelines subject to KCCI ensuring participation of 75 Indian exporters.

**Item No. 5: Proposal of TEPC for organizing India pavilion in CommunicAsia 2012 at Singapore from 19-22 June, 2012.**

- 4.5.1 The total estimated cost of the project for 2012-13 is ₹60.00 lakhs.
- 4.5.2 The total MAI assistance sought for 2012-13 is ₹54.00 lakhs.
- 4.5.3 The proposed activities to be undertaken under the project is to construct TEPC India pavilion to provide networking opportunities for business development to the Indian participants, explore the ASEAN market, extend an invitation to the potential importers to visit India for trade seminars and B2B meetings. TEPC has proposed to organize the event with 10-12 telecom exports.
- 4.5.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.5.5 Specific targeted benefit after completion of the project is enhancing exports from India to other countries, establishment of contacts with local trade associations and later on signing of agreement, establishing B2B linkages by distinct delegates with their counterparts, identification of products for exports and standards followed, market access for the identified products and services and their demand requirement and to find existing source of imports into this countries.
- 4.5.6 EP(OP&S) Division, DoC has recommended the proposal.
- 4.5.7 Components wise details have not been provided by TEPC.
- 4.5.8 SC directed TEPC to organize the event with 15 Indian exporters.
- 4.5.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹39.00 Lakhs (₹ 35.75 lakhs for venue and ₹ 3.25 lakhs for other admissible

expenses) under para 7.1.2 of the MAI guidelines subject to TEPC ensuring participation of 15 Indian exporters.

- 4.5.10 EC approved the proposal with MAI assistance of ₹39.00 Lakhs (₹ 35.75 lakhs for venue and ₹ 3.25 lakhs for other admissible expenses) under para 7.1.2 of the MAI guidelines subject to TEPC ensuring participation of 15 Indian exporters.

**Item No. 6: Proposal of Pharmexcil for organizing India pavilion at Arab Health 2013 at Dubai, UAE in January 2013.**

- 4.6.1 The total estimated cost of the project for 2012-13 is ₹159.00 lakhs.
- 4.6.2 The total MAI assistance sought for 2012-13 is ₹103.35 lakhs.
- 4.6.3 The proposed activities to be undertaken under the project is to organize India pavilion at Arab Health 2013 at Dubai, UAE in 2<sup>nd</sup>/ 3<sup>rd</sup> week of January 2013.
- 4.6.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.6.5 Specific targeted benefit after completion of the project is to establish India brand in the international markets. As per feedback received from the participants, some members got business worth US\$ 5.00 lakhs on the spot. Though this event is more specific for medical devices industry, members of pharmaceuticals sector also participate every year and get good business leads from visitors coming from neighbouring GCC and African countries.
- 4.6.6 EP(Pharma.) Division, DoC has recommended the proposal.
- 4.6.7 SC was informed by the representative of Pharmexcil that they plan to participate with 30 Indian exporters in the event.
- 4.6.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹90.00 Lakhs under para 7.1.2 of the MAI guidelines (₹58.50 lakhs for venue and ₹31.50 lakhs for other admissible expenses) subject to Pharmexcil ensuring participation of 30 Indian exporters.
- 4.6.9 EC approved the proposal with MAI assistance of ₹90.00 Lakhs under para 7.1.2 of the MAI guidelines (₹58.50 lakhs for venue and ₹31.50 lakhs for other admissible expenses) subject to Pharmexcil ensuring participation of 30 Indian exporters.

**Item No. 7: Proposal of Pharmexcil for organizing RBSM at World Ayurveda Congress, Bhopal during 27-30 December 2012.**

- 4.7.1 The total estimated cost of the project for 2012-13 is ₹131.50 lakhs.
- 4.7.2 The total MAI assistance sought for 2012-13 is ₹105.60 lakhs.
- 4.7.3 The proposed activities to be undertaken under the project is to organize RBSM at World Ayurveda Congress, Bhopal during 27-30 December 2012.
- 4.7.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.

- 4.7.5 Specific targeted benefit after completion of the project is to promote / branding Indian systems of medicine and creating confidence to the food and drug authorities of the world by arranging exclusive interactive sessions with Indian / International drug regulatory agencies and health ministry's for a day. Create awareness about Indian capacities in Indian systems of medicines, its research and drug development.
- 4.7.6 EP(Pharma) Division, DoC has recommended the proposal.
- 4.7.7 SC was informed by representative of Pharmexcil that they are participating in the event with 125 Indian exhibitors and 70 foreign buyers from four focus areas.
- 4.7.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.8 of the MAI guidelines. (₹40.00 lakhs for air fare & hotel accommodation of foreign buyers and ₹10.00 lakhs for other admissible expenses) subject to Pharmexcil ensuring participation of 125 Indian exporters.
- 4.7.9 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.8 of the MAI guidelines. (₹40.00 lakhs for air fare & hotel accommodation of foreign buyers and ₹10.00 lakhs for other admissible expenses) subject to Pharmexcil ensuring participation of 125 Indian exporters.

**Item No. 8: Proposal of Pharmexcil for organizing RBSM by inviting prominent importers / distributors / manufacturers, press and media professional from African Countries during Vibrant Gujarat at Ahmadabad during January 2013.**

- 4.8.1 The total estimated cost of the project for 2012-13 is ₹118.00 lakhs.
- 4.8.2 The total MAI assistance sought for 2012-13 is ₹92.45 lakhs.
- 4.8.3 The proposed activities to be undertaken under the project is to organize RBSM by inviting prominent importers / distributors / manufacturers, press and media professional from African Countries during Vibrant Gujarat at Ahmadabad during January 2013. The Council is planning to invite 60 prominent buyers and drug regulators for the event and number of Indian participants and exact date of event has not been mentioned by Council.
- 4.8.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.8.5 Specific targeted benefit is that the senior health ministry officials and registration authorities will be shown good pharmaceutical plants in and around Ahmedabad to enable them to view the developments taking place in the Indian Pharma industry and also to ensure that they carry the positive developments and growth of the Indian Pharma industry.
- 4.8.6 EP(Pharma) Division, DoC has recommended the proposal.
- 4.8.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹55.00 Lakhs under para 7.1.8 of the MAI guidelines. (₹45.00 lakhs for air fare &

hotel accommodation of about 60 foreign buyers and ₹10.00 lakhs for other admissible expenses).

- 4.8.8 EC approved the proposal MAI assistance of ₹55.00 Lakhs under para 7.1.8 of the MAI guidelines. (₹45.00 lakhs for air fare & hotel accommodation of about 60 foreign buyers and ₹10.00 lakhs for other admissible expenses).

**Item No. 9: Proposal of Pharmexcil for organizing EXPO-cum-BSM in St. Petersburg, Russia during 3-5 April 2012.**

- 4.9.1 The total estimated cost of the project for 2012-13 is ₹72.00 lakhs.
- 4.9.2 The total MAI assistance sought for 2012-13 is ₹46.80 lakhs.
- 4.9.3 The proposed activities to be undertaken under the project is to organize EXPO-cum-BSM in St. Petersburg, Russia during 3-5 April 2012.
- 4.9.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.9.5 Specific targeted benefit after completion of the project is to promote Brand Indian Pharma in Russian market, to help the participants to establishing new contacts and renew existing contracts. To showcase strengths of Indian Pharma industry and to enlighten the Indian drug control mechanism this assures quality drugs to Russia.
- 4.9.6 EP(Pharma) Division, DoC has recommended the proposal.
- 4.9.7 SC was informed by the representative of Pharmexcil that they envisage to participate in the event with 25 Indian exporters.
- 4.9.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines (₹27.30 lakhs for venue and ₹12.70 lakhs for other admissible expenses) subject to Pharmexcil ensuring participation of 25 Indian exporters.
- 4.9.9 EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines (₹27.30 lakhs for venue and ₹12.70 lakhs for other admissible expenses) subject to Pharmexcil ensuring participation of 25 Indian exporters.

**Item No. 10: Proposal of Pharmexcil for organizing exhibition and RBSM at Bio Asia at Hyderabad during February 2013.**

- 4.10.1 The total estimated cost of the project for 2012-13 is ₹81.75 lakhs.
- 4.10.2 The total MAI assistance sought for 2012-13 is ₹66.70 lakhs.
- 4.10.3 The proposed activities to be undertaken under the project is to organize exhibition and RBSM at Bio Asia at Hyderabad during February 2013.
- 4.10.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.

- 4.10.5 Specific targeted benefit after completion of the project is to create awareness about Indian capabilities in Indian Biopharma sector its research and drug development and overall showcasing of advantage India in various sectors like contract manufacturing, foreign direct investment, Biotech Park etc.
- 4.10.6 EP(Pharma.) Division, DoC has recommended the proposal.
- 4.10.7 SC was informed by representative of Pharmexcil that they envisage participating in the event with 150 Indian exporters and 45 foreign buyers.
- 4.10.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.8 of the MAI guidelines (₹38.75 lakhs for airfare and hotel accommodation and ₹21.25 lakhs for other admissible expenses) subject to Pharmexcil ensuring participation of 150 Indian exporters.
- 4.10.9 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.8 of the MAI guidelines (₹38.75 lakhs for airfare and hotel accommodation and ₹21.25 lakhs for other admissible expenses) subject to Pharmexcil ensuring participation of 150 Indian exporters.

**Item No. 11: Proposal of Pharmexcil for organizing EXPO-cum-BSM in Sri Lanka during July / August 2012.**

- 4.11.1 The total estimated cost of the project for 2012-13 is ₹80.00 lakhs.
- 4.11.2 The total MAI assistance sought for 2012-13 is ₹52.00 lakhs.
- 4.11.3 The proposed activities to be undertaken under the project is to organize EXPO-cum-BSM in Sri Lanka during July / August 2012. Pharmexcil is planning to participate with 40 Indian exporters in the events.
- 4.11.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.11.5 Specific targeted benefit after completion of the project is to promote Brand Indian Pharma in Sri Lankan market. To help the participants in establishing new contacts and renewing existing contracts. To showcase strengths of Indian Pharma industry and to enlighten the Indian drug control mechanism this assures quality drugs to Sri Lanka.
- 4.11.6 EP(Pharma) Division & FT(SA) Division, DoC has recommended the proposal.
- 4.11.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹35.00 Lakhs under para 7.1.2 of the MAI guidelines (₹32.50 lakhs for venue and ₹3.25 lakhs for other admissible expenses) subject to Pharmexcil ensuring participation of 40 Indian exporters.
- 4.11.8 EC approved the proposal with MAI assistance of ₹35.00 Lakhs under para 7.1.2 of the MAI guidelines, subject to Pharmexcil ensuring participation of 40 Indian exporters.

**Item No. 12: Proposal of Pharmexcil for organizing RBSM at 64th Indian Pharmaceutical Congress at Bangalore during December 2012.**

- 4.12.1 The total estimated cost of the project for 2012-13 is ₹103.00 lakhs.
- 4.12.2 The total MAI assistance sought for 2012-13 is ₹80.95 lakhs.
- 4.12.3 The proposed activities to be undertaken under the project is to organize RBSM at 64th Indian Pharmaceutical Congress at Bangalore during December 2012.
- 4.12.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.12.5 Specific targeted benefit after completion of the project is to create awareness about Indian capacities in Indian Biopharma sector, its research and drug development.
- 4.12.6 EP(Pharma.) Division, DoC has recommended the proposal.
- 4.12.7 SC was informed by representative of Pharmexcil that they envisage participating in the event with 150 Indian exporters and 50 foreign buyers.
- 4.12.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹68.00 Lakhs under para 7.1.8 of the MAI guidelines (₹40.00 lakhs for airfare and hotel accommodation and ₹28.00 lakhs for other admissible expenses) subject to Pharmexcil ensuring participation of 150 Indian exporters.
- 4.12.9 EC approved the proposal with MAI assistance of ₹68.00 Lakhs under para 7.1.8 of the MAI guidelines (₹40.00 lakhs for airfare and hotel accommodation and ₹28.00 lakhs for other admissible expenses) subject to Pharmexcil ensuring participation of 150 Indian exporters.

**Item No. 13: Proposal of CAPEXIL for organizing participation in CERSAIE, Bologna, Italy- an international exhibition of natural ornamental stones, tiles glass mosaic, bathroom accessories and ceramic raw materials during September 2012.**

- 4.13.1 The total estimated cost of the project for 2012-13 is ₹105.55 lakhs.
- 4.13.2 The total MAI assistance sought for 2012-13 is ₹68.61 lakhs.
- 4.13.3 The proposed activities to be undertaken under the project is to organize Indian participation in CERSAIE, Bologna, Italy- an international exhibition of natural ornamental stones, tiles glass mosaic, bathroom accessories and ceramic raw materials during September 2012. The Council is planning to participate in the event with 25 Indian participants.
- 4.13.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.13.5 Specific targeted benefit after completion of the project is to increase the market share and growth of Indian ceramic industry in the European, American, Mediterranean, African and Gulf markets / countries.
- 4.13.6 EP(CAP) Division, DoC has recommended the proposal.

- 4.13.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Capexcil ensuring participation of 25 Indian exporters.
- 4.13.8 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Capexcil ensuring participation of 25 Indian exporters.

**Item No. 14: Proposal of CAPEXIL for organizing RBSM for ceramic and glass products during November 2012 in Jaipur, India.**

- 4.14.1 The total estimated cost of the project for 2012-13 is ₹58.25 lakhs.
- 4.14.2 The total MAI assistance sought for 2012-13 is ₹46.00 lakhs.
- 4.14.3 The proposed activities to be undertaken under the project is to organize RBSM for ceramic and glass products during November 2012 in India. The Council is planning to participate in the event with 90 Indian exporters and 30 foreign importers from LAC, ASEAN+2, CIS, Africa and other general countries.
- 4.14.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.14.5 Specific targeted benefit after completion of the project is to increase the market share and growth of Indian ceramic industry in the above markets / countries. To use the above markets to introduce more value added products to accelerate the growth of Indian ceramic and glass products exports in coming year.
- 4.14.6 EP(CAP) Division, DoC has recommended the proposal.
- 4.14.7 The representative of Capexcil informed SC that they want to organize the event at Jaipur.
- 4.14.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹36.12 Lakhs under para 7.1.8 of the MAI guidelines (₹23.25 lakhs for airfare and hotel accommodation and ₹12.87 lakhs for other admissible expenses) subject to Capexcil ensuring participation of 90 Indian exporters.
- 4.14.9 EC approved the proposal with MAI assistance of ₹36.12 Lakhs under para 7.1.8 of the MAI guidelines (₹23.25 lakhs for airfare and hotel accommodation and ₹12.87 lakhs for other admissible expenses) subject to Capexcil ensuring participation of 90 Indian exporters.

**Item No. 15: Proposal of CAPEXIL for organizing RBSM for rubber products at Mumbai coinciding with India Rubber Expo 2013 during 23-24 January 2013.**

- 4.15.1 The total estimated cost of the project for 2012-13 is ₹58.55 lakhs.
- 4.15.2 The total MAI assistance sought for 2012-13 is ₹38.06 lakhs.
- 4.15.3 The proposed activities to be undertaken under the project is to organize RBSM for rubber products at Mumbai coinciding with India Rubber Expo 2013 during 23-24 January 2013. The Council is planning to participate in the event with 120 Indian

exporters and 30 foreign importers from LAC, ASEAN+2, CIS, Africa and other general countries.

- 4.15.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.15.5 Specific targeted benefit after completion of the project is to increase the market share and growth of Indian rubber products and auto tyres and tubes in the above markets / countries. To use the above markets to introduce more value added products to accelerate the growth of Indian rubber products and auto tyres and tubes products exports in coming year.
- 4.15.6 EP(CAP) Division, DoC has recommended the proposal.
- 4.15.7 The representative of Capexcil mentioned that they want to revise their MAI assistance required for the project in view of calculation errors and requested that the MAI assistance sought for the project may be treated as ₹46.37 lakhs.
- 4.15.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹39.22 Lakhs under para 7.1.8 of the MAI guidelines (₹23.75 lakhs for airfare and hotel accommodation and ₹15.47 lakhs for other admissible expenses) subject to Capexcil ensuring participation of 120 Indian exporters.
- 4.15.9 EC approved the proposal with MAI assistance of ₹39.22 Lakhs under para 7.1.8 of the MAI guidelines (₹23.75 lakhs for airfare and hotel accommodation and ₹15.47 lakhs for other admissible expenses) subject to Capexcil ensuring participation of 120 Indian exporters.

**Item No. 16: Proposal of CAPEXIL for organizing participation in paper world 2013 at Frankfurt, Germany during January 2013.**

- 4.16.1 The total estimated cost of the project for 2012-13 is ₹117.14 lakhs.
- 4.16.2 The total MAI assistance sought for 2012-13 is ₹73.58 lakhs.
- 4.16.3 The proposed activities to be undertaken under the project is to organize participation in paper world 2013, Germany- an exhibition for entire spectrum of stationery office supplies and writing implements for the home and commercial market at Frankfurt, Germany during January 2013. The Council is planning to participate in the event with 15-20 Indian exporters.
- 4.16.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.16.5 Specific targeted benefit after completion of the project is to increase the market share and growth of Indian paper and paper product including stationery in Germany as well as adjoining countries and to use Germany as the gateway to other EU countries.
- 4.16.6 EP(CAP) Division, DoC has recommended the proposal.



- 4.16.7 SC observed that in view of the Item No. 37 pertaining to organization of Indian participation in the same event by the Plastic EPC, the two proposals need to be merged with Capexcil organizing the event as combined Indian participation.
- 4.16.8 SC directed Capexcil to submit revised proposal with participation of 40 exporters 20 each from Capexcil and Plexconcil. Accordingly, Capexcil submitted revised proposal seeking an MAI assistance of ₹ 146.00 lakhs with estimated expenditure of ₹ 233.02 lakhs.
- 4.16.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹144.78 Lakhs under para 7.1.2 of the MAI guidelines (₹ 131.62 lakhs Venue cost and ₹ 13.16 lakhs other admissible expenses) subject to Capexcil ensuring participation of 40 Indian exporters, 20 each from Capexcil and Plexconcil.
- 4.16.10 EC approved the proposal with MAI assistance of ₹144.78 Lakhs under para 7.1.2 of the MAI guidelines (₹ 131.62 lakhs Venue cost and ₹ 13.16 lakhs other admissible expenses) subject to Capexcil ensuring participation of 40 Indian exporters 20 each from Capexcil and Plexconcil.

**Item No. 17: Proposal of CII to highlight the opportunities emerging for the Indian industry from the four CECAs that India has signed with Malaysia, Japan, South Korea and ASEAN.**

- 4.17.1 The total estimated cost of the project for 2012-13 is ₹15.00 lakhs.
- 4.17.2 The total MAI assistance sought for 2012-13 is ₹12.00 lakhs.
- 4.17.3 The proposed activities to be undertaken under the project is to highlight the opportunities that will emerge for the Indian industry from the four CECAs that India has signed with Malaysia, Japan, South Korea and ASEAN. CII will organize **six stakeholder meetings in Bangalore, Chennai, Kochi, Coimbatore, Mumbai and Ludhiana** to explain the opportunities emerging for Indian industry from the four CECAs that India has signed with Malaysia, Japan, South Korea and ASEAN. Around 90-100 participants will attend these stakeholders meeting in each cities. (Malaysia, Japan, South Korea and ASEAN)
- 4.17.4 Assistance can be considered under para 7.4.3 and para 4.4 of the MAI guidelines.
- 4.17.5 Specific targeted benefit after completion of the project is to achieve higher market access for Indian goods and services in these four countries Malaysia, Japan, South Korea and ASEAN.
- 4.17.6 FT (NEA) & FT(EA) Division, DoC has recommended the proposal.
- 4.17.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹12.00 Lakhs under para 7.4.3 and para 4.4 of the MAI guidelines (₹ 8.00 lakhs Venue cost and ₹ 4.00 lakhs other admissible expenses).
- 4.17.8 EC approved the proposal with MAI assistance of ₹12.00 Lakhs under para 7.4.3 and para 4.4 of the MAI guidelines (₹ 8.00 lakhs Venue cost and ₹ 4.00 lakhs other admissible expenses).

**Item No.18: Proposal of CII for organizing India Pavilion at 15th Buildexpo 2012 at Nairobi, Kenya during 5-7 May 2012.**

- 4.18.1 The total estimated cost of the project for 2012-13 is ₹107.00 lakhs.
- 4.18.2 The total MAI assistance sought for 2012-13 is ₹69.55 lakhs.
- 4.18.3 The proposed activities to be undertaken under the project is to organize India Pavillion at 15th Buildexpo 2012 at Nairobi, Kenya during 5-7 May 2012.
- 4.18.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.18.5 Specific targeted benefit after completion of the project is to identify a new sector for exports, increased exports and development of a demand for integrated related sectors.
- 4.18.6 FT(Africa) Division, DoC has recommended the proposal.
- 4.18.7 SC was informed by representative of CII that they will participate in the event with 30 Indian exporters.
- 4.18.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 46.15 lakhs Venue cost and ₹ 3.85 lakhs other admissible expenses) subject to CII ensuring participation of 30 Indian exporters.
- 4.18.9 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 46.15 lakhs Venue cost and ₹ 3.85 lakhs other admissible expenses) subject to CII ensuring participation of 30 Indian exporters.

**Item No. 19: Proposal of CII for organizing India Pavilion at Lagos International Trade Fair at Lagos, Nigeria during 2-11 November 2012.**

- 4.19.1 The total estimated cost of the project for 2012-13 is ₹103.00 lakhs.
- 4.19.2 The total MAI assistance sought for 2012-13 is ₹66.95 lakhs.
- 4.19.3 The proposed activities to be undertaken under the project is to organize India Pavilion at Lagos International Trade Fair at Lagos, Nigeria during 2-11 November 2012.
- 4.19.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.19.5 Specific targeted benefit after completion of the project is to identify a new sector for exports increased exports and development of a demand for integrated related sectors.
- 4.19.6 FT(Africa) Division, DoC has recommended the proposal.
- 4.19.7 SC was informed by representative of CII that they will participate in the event with 40 Indian participants.

- 4.19.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹47.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 43.55 lakhs Venue cost and ₹ 3.45 lakhs other admissible expenses) subject to CII ensuring participation of 40 Indian exporters.
- 4.19.9 EC approved the proposal with MAI assistance of ₹47.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 43.55 lakhs Venue cost and ₹ 3.45 lakhs other admissible expenses) subject to CII ensuring participation of 40 Indian exporters.

**Item No. 20: Proposal of CII for organizing India Pavilion at Power and Electricity world, Africa at Johannesburg, South Africa during 26-29 March 2013.**

- 4.20.1 The total estimated cost of the project for 2012-13 is ₹141.00 lakhs.
- 4.20.2 The total MAI assistance sought for 2012-13 is ₹91.65 lakhs.
- 4.20.3 The proposed activities to be undertaken under the project is to organize India Pavilion at Power and Electricity world, Africa at Johannesburg, South Africa during 26-29 March 2013.
- 4.20.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.20.5 Specific targeted benefit after completion of the project is to access to new and lucrative energy projects all over Africa. Introduction and partnerships across a developing value chain. Increased exports and development of a demand for integrated related sectors.
- 4.20.6 FT(Africa) Division, DoC has recommended the proposal.
- 4.20.7 SC was informed by representative of CII that they will participate in the event with 40 Indian participants. SC advised CII that members of IEEMA may also be approached for participation.
- 4.20.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹67.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 61.75 lakhs Venue cost and ₹ 5.25 lakhs other admissible expenses) subject to CII ensuring participation of 40 Indian exporters.
- 4.20.9 EC approved the proposal with MAI assistance of ₹67.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 61.75 lakhs Venue cost and ₹ 5.25 lakhs other admissible expenses) subject to CII ensuring participation of 40 Indian exporters.

4 **Item No. 21: Proposal of ASSOCHAM for organizing participation at 5th East Africa International Trade Fair (EAITF) 2012, Nairobi, Kenya during 15-18 June 2012.**

- 4.21.1 The total estimated cost of the project for 2012-13 is ₹73.50 lakhs.
- 4.21.2 The total MAI assistance sought for 2012-13 is ₹73.50 lakhs.

- 4.21.3 The proposed activities to be undertaken under the project is to organize participation at 5th East Africa International Trade Fair (EAITF) 2012- Africa Export and import fair to be held at Kenyatta International Conference Center, Nairobi, Kenya during 15-18 June 2012. ASSOCHAM will head a group of 35 Indian participants (list submitted).
- 4.21.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.21.5 Specific targeted benefit after completion of the project is to capture the potential market of Kenya and its neighbouring countries. To achieve government set target to triple Indian exports. The participants will have good exposure to witness and visualize latest products of more than 600 participating companies, their comparative rates of products.
- 4.21.6 FT(Africa) Division, DoC has recommended the proposal.
- 4.21.8 SC was informed by the representative of ASSOCHAM that the Indian exporters will mainly be from pharma and food processing sectors.
- 4.21.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹37.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 34.12 lakhs Venue cost and ₹ 2.88 lakhs other admissible expenses) subject to ASSOCHAM ensuring participation of 35 Indian exporters.
- 4.21.10 EC approved the proposal with MAI assistance of ₹37.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 34.12 lakhs Venue cost and ₹ 2.88 lakhs other admissible expenses) subject to ASSOCHAM ensuring participation of 35 Indian exporters.

**Item No. 22: Proposal of ASSOCHAM for organizing India Pavilion at Ghana Oil & Gas International Engineering supply chain exhibition and conference at Accra, Ghana during 11-13 October 2012.**

- 4.22.1 The total estimated cost of the project for 2012-13 is ₹90.08 lakhs.
- 4.22.2 The total MAI assistance sought for 2012-13 is ₹90.08 lakhs.
- 4.22.3 The proposed activities to be undertaken under the project is to organize India Pavilion at Ghana Oil & Gas International Engineering supply chain exhibition and conference at Accra, Ghana during 11-13 October 2012. ASSOCHAM will head a group of 25 Indian manufacturers / exporters / traders/ producers of oil exploring technology, pumps, valves, oil waste treatment, petrochemical industry, electrical and related industry etc (List submitted).
- 4.22.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.22.5 Specific targeted benefit after completion of the project is to provide exposure to Indian companies to establish contracts, linkages and to showcase their products to International buyers during B2B meetings for export tie-up / contract signing / technology transfer / joint venture. The trade export and investment will be enormous with minimum commitment of almost 50 crores to accelerate the pace of exports, trade and investments.

- 4.22.6 FT(Africa) Division, DoC has recommended the proposal.
- 4.22.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹47.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 43.60 lakhs Venue cost and ₹ 3.40 lakhs other admissible expenses) subject to ASSOCHAM ensuring participation of 25 Indian exporters.
- 4.22.8 The proposal was not approved by EC.

**Item No. 23: Proposal of ASSOCHAM for organizing 4<sup>th</sup> Herbal International exhibition cum-summit on Medicinal, Aromatic products and spices (hi-MAPS) at NSIC Complex, Okhla, New Delhi from 14-15 April, 2012.**

- 4.23.1 The total estimated cost of the project for 2012-13 is ₹68.00 lakhs.
- 4.23.2 The total MAI assistance sought for 2012-13 is ₹68.00 lakhs.
- 4.23.3 The proposed activities to be undertaken under the project is organizing 4<sup>th</sup> Herbal International exhibition cum-summit on Medicinal, Aromatic products and spices (hi-MAPS) at NSIC Complex, Okhla, New Delhi from 14-15 April, 2012, Concurrently, there will be 2 days international export summit at the same venue in which renowned international regulators, speakers and senior executive of the companies will give corporate presentations followed by B2B meetings between international buyers and Indian producers of medicinal and aromatic plants and spices. ASSOCHAM envisages the event with participation of 100 leading producer/manufacturers of medicinal & aromatic products & spices and 20 identified foreign buyers.
- 4.23.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.23.5 Specific targeted benefit is projected three-fold increase of exports in herbal products by 2012, business generation of about Rs.10 Crores as a result of B2B meetings, exposure to international buyers with the state of Indian herbal industry & the areas where they can have long term export tie-up arrangements with Indian counterparts.
- 4.23.6 EP(Agri-IV) Division, DOC has recommended the proposal.
- 4.23.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹37.00 Lakhs under para 7.1.8 of the MAI guidelines subject to ASSOCHAM ensuring participation of 20 foreign buyers and atleast 100 manufacturer / exporters.
- 4.23.8 EC approved the proposal with MAI assistance of ₹37.00 Lakhs under para 7.1.8 of the MAI guidelines subject to ASSOCHAM ensuring participation of 20 foreign buyers and atleast 100 manufacturer / exporters.
- 4.23.9 EC directed Shri A.B. Chavan, Deputy Secretary, DoC to get an independent evaluation of the exhibition and to submit the detailed report on the event after participation.

**Item No. 24: Proposal of ASSOCHAM for organizing India pavilion at 24<sup>th</sup> SAHARA International exhibition for agriculture and food at Cairo, Egypt from 23-26 October 2012.**

- 4.24.1 The total estimated cost of the project for 2012-13 is ₹84.00 lakhs.
- 4.24.2 The total MAI assistance sought for 2012-13 is ₹84.00 lakhs.
- 4.24.3 The proposed activities to be undertaken under the project is organizing India pavilion at 24<sup>th</sup> SAHARA International exhibition for agriculture and food at Cairo, Egypt from 23-26 with 25 Indian participants from agriculture & farm equipments, dairy & technology, food & technology and poultry & livestock tech.
- 4.24.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.24.5 Specific targeted benefit after completion of the project is to provide Indian exhibitors with an opportunity for networking B2B to tap the potential of neighbouring countries, to showcase their products to international buyers during B2B meetings for export tie-up/contract signing/technology transfer/joint venture and it was estimated that trade, export and investment will be enormous with minimum export commitment of almost 50 crores to accelerate the pace of exports trade & investment.
- 4.24.6 FT(WANA) Division, DOC has recommended the proposal.
- 4.24.7 SC directed that ASSOCHAM should ensure participation 30 Indian exporters in the event.
- 4.24.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹43.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 39.65 for Venue related cost and ₹ 3.35 for other admissible expenses) subject to ASSOCHAM ensuring participation of 30 Indian exporters.
- 4.24.9 The proposal was not approved by EC.

**Item No. 25: Proposal of ASSOCHAM for organizing India pavilion at Addis AGROFOOD 2012 exhibition in Addis Ababa, Ethiopia from 13-16 October, 2012.**

- 4.25.1 The total estimated cost of the project for 2012-13 is ₹81.00 lakhs.
- 4.25.2 The total MAI assistance sought for 2012-13 is ₹81.00 lakhs.
- 4.25.3 The proposed activities to be undertaken under the project is to organize India pavilion at Addis AGROFOOD 2012 exhibition at Addis Ababa, Ethiopia from 13-16 October, 2012 with 25 Indian participants from agriculture & farm equipments, dairy & technology, food & technology and poultry & livestock tech(list submitted).
- 4.25.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

- 4.25.5 Specific targeted benefit after completion of the project is to provide Indian exhibitors with an opportunity for networking B2B to tap the potential of neighbouring countries, to showcase their products to international buyers during B2B meetings for export tie-up/contract signing/technology transfer/joint venture and it was estimated that trade, export and investment will be enormous with minimum export commitment of almost 50 crores to accelerate the pace of exports trade & investment.
- 4.25.6 FT(Africa) Division, DOC has recommended the proposal.
- 4.25.7 SC directed that ASSOCHAM should ensure participation 30 Indian exporters in the event.
- 4.25.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹41.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 37.70 for Venue related cost and ₹ 3.30 for other admissible expenses) subject to ASSOCHAM ensuring participation of 30 Indian exporters.
- 4.25.9 EC approved the proposal with MAI assistance of ₹41.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 37.70 for Venue related cost and ₹ 3.30 for other admissible expenses) subject to ASSOCHAM ensuring participation of 30 Indian exporters.

**Item No. 26: Proposal of ASSOCHAM for organizing India pavilion at 45<sup>th</sup> Algiers International Trade Fair at Algeria from 2-7 June, 2012.**

- 4.26.1 The total estimated cost of the project for 2012-13 is ₹86.30 lakhs.
- 4.26.2 The total MAI assistance sought for 2012-13 is ₹56.10 lakhs.
- 4.26.3 The proposed activities to be undertaken under the project is organizing India pavilion at 45<sup>th</sup> Algiers International Trade Fair at Algeria from 2-7 June, 2012 with 40 exhibitors mainly from Pharma, Engineering, Agri and Food sectors participating, promoting "Brand India", BSM and B2B meetings.
- 4.26.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.26.5 Specific targeted benefit after completion of the project is to increase Indian exports to Algeria and Africa, promoting "Brand India" and capacity building & showcasing Indian capabilities in various areas where synergy exists between two countries.
- 4.26.6 FT(WANA) Division, DOC has recommended the proposal.
- 4.26.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹54.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 49.92 for Venue related cost and ₹ 4.08 for other admissible expenses) subject to ASSOCHAM ensuring participation of 40 Indian exporters.
- 4.26.8 EC was informed by JS(ITP), MEA that the situation in Algeria is at present stable and conducive to trade.

- 4.26.9 EC approved the proposal with MAI assistance of ₹54.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 49.92 for Venue related cost and ₹ 4.08 for other admissible expenses) subject to ASSOCHAM ensuring participation of 40 Indian exporters.

**Item No. 27: Proposal of ASSOCHAM for organizing India pavilion at 47<sup>th</sup> Zambia International Fair 2012 at Ndola, Zambia from 27<sup>th</sup> June to 3<sup>rd</sup> July, 2012.**

- 4.27.1 The total estimated cost of the project for 2012-13 is ₹73.20 lakhs.
- 4.27.2 The total MAI assistance sought for 2012-13 is ₹47.58 lakhs.
- 4.27.3 The proposed activities to be undertaken under the project is organizing India pavilion at 47<sup>th</sup> Zambia International Fair 2012 at Ndola, Zambia from 27<sup>th</sup> June to 3<sup>rd</sup> July, 2012 with 35 exhibitors participating, promoting "Brand India", BSM and B2B meetings.
- 4.27.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.27.5 Specific targeted benefit after completion of the project is increase Indian exports to Zambia and African countries, promote brand India, enhancing export potential of Indian exporters in AFRICAN region, showcase Indian capabilities in select sectors, developing new relations by signing MOUs and joint venture and export orders over ₹50 crores.
- 4.27.6 FT(Africa) Division, DOC has recommended the proposal.
- 4.27.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹45.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 41.40 for Venue related cost and ₹ 3.60 for other admissible expenses) subject to ASSOCHAM ensuring participation of 35 Indian exporters.
- 4.27.8 EC approved the proposal with MAI assistance of ₹45.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 41.40 for Venue related cost and ₹ 3.60 for other admissible expenses) subject to ASSOCHAM ensuring participation of 35 Indian exporters.

**Item No. 28: Proposal of ICC for organizing India Investrade exposition and Buyer Seller Meet in Sri Lanka during 24-26 April 2012.**

- 4.28.1 The total estimated cost of the project for 2012-13 is ₹97.00 lakhs.
- 4.28.2 The total MAI assistance sought for 2012-13 is ₹72.75 lakhs.
- 4.28.3 The proposed activities to be undertaken under the project is to organize India Investrade exposition and Buyer Seller Meet in Sri Lanka during 24-26 April 2012. The proposal envisages a) BSM, b) Exhibition and c) Conference with separate cost estimates for the three events.
- 4.28.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.



- 4.28.5 Specific targeted benefit after completion of the project is to promote export of commodities under consideration to Sri Lanka. Promoting brand India in Sri Lanka for Indian products by focused publicity. Facilitating dialogues between the government officials of India and Sri Lanka and helping them to further fine tune the policies related to realty construction.
- 4.28.6 FT(SA) Division, DoC has recommended the proposal.
- 4.28.7 SC was informed by the representative of ICC that the project has been envisaged with a participation of 45 Indian exporters mainly from construction section and 80-90 identified foreign buyers.
- 4.28.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹45.00 Lakhs under para 7.1.2 of the MAI guidelines (No MAI assistance for conference) subject to ICC ensuring participation of 45 Indian exporters.
- 4.28.9 EC approved the proposal with MAI assistance of ₹45.00 Lakhs under para 7.1.2 of the MAI guidelines (No MAI assistance for conference) subject to ICC ensuring participation of 45 Indian exporters.

**Item No. 29: Proposal of Indian Chamber of Commerce for organizing Reverse Buyer Seller Meet to promote Handloom and Handicrafts of East & North East of India at Kolkata from 20-21 September, 2012.**

- 4.29.1 The total estimated cost of the project for 2012-13 is ₹36.50 lakhs.
- 4.29.2 The total MAI assistance sought for 2012-13 is ₹27.38 lakhs.
- 4.29.3 The proposed activities to be undertaken under the project is to organizing Reverse Buyer Seller Meet to promote Handloom and Handicrafts of East & North East of India at Kolkata from 20-21 September, 2012, exhibition & conference. The numbers of exporters participating in the event has not been mentioned. However, a tentative list of 139 foreign buyers has been enclosed.
- 4.29.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.29.5 Specific targeted benefit after completion of the project is to bring Buyers from around 10 countries, to promote export of handicrafts and increase it from the present level of 3.05% to 5%, focus on North Eastern states Handicrafts products and to ensure grass-root development and prosperity which is expected to provide long term commercial benefits to artisans from North Eastern region.
- 4.29.6 EP(Textiles) Division, DoC has recommended the proposal.
- 4.29.7 The representative of ICC informed the SC that they envisaged the proposal with 40 Indian exporters mainly from West Bengal, Orissa, Chhattisgarh and Bihar and with 25 identified foreign buyers.
- 4.29.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹20.00 Lakhs under para 7.1.8 of the MAI guidelines subject to ICC ensuring participation of 40 Indian exporters.

- 4.29.9 The EC deferred consideration of the proposal and directed that the proposal may be examined on file by States Cell of DoC.

**Item No. 30: Proposal of Indian Silk EPC for organizing Silk paradise alongwith RBSM at New Delhi during July 2012.**

- 4.30.1 The total estimated cost of the project for 2012-13 is ₹330.00 lakhs.
- 4.30.2 The total MAI assistance sought for 2012-13 is ₹249.50 lakhs.
- 4.30.3 The proposed activities to be undertaken under the project is to organize Silk paradise alongwith RBSM at New Delhi during July 2012.
- 4.30.4 Assistance is admissible under para 7.1.8 of the MAI guidelines.
- 4.30.5 Specific targeted benefit after completion of the project is to increase export of Silk and silk products by 20% in coming years. The exporters are likely to gain from realizing more unit value on their products by establishing Brand image.
- 4.30.6 M/o Textiles and EP (Textiles) Division, DoC has recommended the proposal.
- 4.30.7 SC was informed by representative of ISEPC that they will be organizing the event with the participation of 125 identified foreign buyers and 100 Indian exporters.
- 4.30.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹200.00 Lakhs under para 7.1.8 of the MAI guidelines (₹ 97.50 lakhs Venue cost, ₹ 100.00 lakhs for airfare and hotel accommodation and ₹ 2.50 lakhs other admissible expenses) subject to ISEPC ensuring participation of 100 Indian exporters.
- 4.30.9 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.8 of the MAI guidelines [₹ 97.50 lakhs Venue cost, ₹ 100.00 lakhs for airfare and hotel accommodation and ₹ 2.50 lakhs other admissible expenses] subject to ISEPC ensuring participation of 100 Indian exporters.

**Item No. 31: Proposal of Indian Silk EPC for organizing participation in Intertextile Shanghai and Buyer Seller Meet during 19-22 October 2012 at Shanghai, China.**

- 4.31.1 The total estimated cost of the project for 2012-13 is ₹155.00 lakhs.
- 4.31.2 The total MAI assistance sought for 2012-13 is ₹118.25 lakhs.
- 4.31.3 The proposed activities to be undertaken under the project is to organize participation in Intertextile Shanghai and Buyer Seller Meet during October 2012 at Shanghai, China.
- 4.31.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.31.5 Specific targeted benefit after completion of the project is anticipated growth in export directly attributable to the project during 2012-13 being 8%.

- 4.31.6 EP (Textiles) Division, DoC and M/o Textiles has recommended the proposal.
- 4.31.7 SC was informed by representative of ISEPC that they will participate in the event with 30 Indian exporters.
- 4.31.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 55.25 lakhs Venue cost and ₹ 4.75 lakhs other admissible expenses) subject to ISEPC ensuring participation of 30 Indian exporters.
- 4.31.9 The proposal was deferred by EC, for examination further on file.

**Item No. 32: Proposal of WOOLTEXPRO for organizing participation in BALTIC Textiles in Vilnius, Lithuania during September 2012.**

- 4.32.1 The total estimated cost of the project for 2012-13 is ₹82.91 lakhs.
- 4.32.2 The total MAI assistance sought for 2012-13 is ₹53.89 lakhs.
- 4.32.3 The proposed activities to be undertaken under the project is organizing Indian participation in BALTIC Textiles during September 2012. The Council is planning to participate in the event with 30 participants.
- 4.32.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.32.5 Specific targeted benefit after completion of the project is to promote Brand India image in Baltic market and substantially increasing India's market share in Baltic countries of Lithuania, Latvia & Estonia. Improve confidence among Baltic Buyers about Indian supply capabilities. Promote joint ventures in textiles.
- 4.32.6 EP (Textiles) Division, DoC and M/o Textiles has recommended the proposal.
- 4.32.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹53.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 53.00 lakhs Venue cost) subject to WOOLTEXPRO ensuring participation of 30 Indian exporters.
- 4.32.8 EC directed that M/o Textiles should reconsider the proposal and send their recommendations. The proposal will be considered thereafter on file.

**Item No. 33: Proposal of WOOLTEXPRO for organizing participation in Moda Milano, Italy during November 2012.**

- 4.33.1 The total estimated cost of the project for 2012-13 is ₹93.80 lakhs.
- 4.33.2 The total MAI assistance sought for 2012-13 is ₹60.97 lakhs.
- 4.33.3 The proposed activities to be undertaken under the project is to organize participation in Moda Milano, Italy During November 2012. The Council is planning to participate in the event with 30 participants.
- 4.33.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.

- 4.33.5 Specific targeted benefit after completion of the project is to promote Brand India image in Italian market and substantially increasing India's market share in Italy & EU. Improve confidence among Italian Buyers about Indian supply capabilities. Promote joint ventures in textiles.
- 4.33.6 EP (Textiles) Division, DoC and M/o Textiles has recommended the proposal.
- 4.33.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 58.79 lakhs Venue cost and ₹1.21 lakhs for other admissible expenses) subject to WOOLTEXPRO ensuring participation of 30 Indian exporters.
- 4.33.8 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 58.79 lakhs Venue cost and ₹1.21 lakhs for other admissible expenses) subject to WOOLTEXPRO ensuring participation of 30 Indian exporters.

**Item No. 34: Proposal of Plastic EPC for organizing India Pavilion at ARABPLAST 2013, in Dubai, UAE during 7-10 January 2013.**

- 4.34.1 The total estimated cost of the project for 2012-13 is ₹346.30 lakhs.
- 4.34.2 The total MAI assistance sought for 2012-13 is ₹222.30 lakhs.
- 4.34.3 The proposed activities to be undertaken under the project is to organize India Pavilion in ARABPLAST 2013, Dubai, UAE during 7-10 January 2013. The Council is planning to participate with 65 participants for the event.
- 4.34.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.34.5 Specific targeted benefit after completion of the project is to increase our share of exports not only in the UAE but also other countries in the Middle East and African Regions. EEPC members manufacturing plastic machinery and moulds and dyes will also benefit from this event and EEPC is also partnering this event.
- 4.34.6 EP (CAP) Division, DoC has recommended the proposal.
- 4.34.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 65 Indian exporters.
- 4.34.8 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Plastic EPC ensuring participation of 65 Indian exporters.

**Item No. 35: Proposal of Plastic EPC for organizing India Pavilion at 15<sup>th</sup> International Fair of Plastics and Rubber Processing Plastpol 2012 in Kielce, Poland during 29th May to 1st June 2012.**

- 4.35.1 The total estimated cost of the project for 2012-13 is ₹62.00 lakhs.

- 4.35.2 The total MAI assistance sought for 2012-13 is ₹39.00 lakhs.
- 4.35.3 The proposed activities to be undertaken under the project is to organize India Pavilion in 15th International Fair of Plastics and Rubber Processing Plastpol 2012 at Kielce, Poland during 29th May to 1st June 2012.
- 4.35.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.35.5 Specific targeted benefit after completion of the project is to participate at this event, with EEPC India for plastic machinery / moulds and dies, facilitating Indian plastic industry to enter this region which has not been explored so far.
- 4.35.6 EP (CAP) Division, DoC has recommended the proposal.
- 4.35.7 SC was informed by the representative of Plastic EPC that they would be participating in the event with 25 Indian exporters.
- 4.35.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹39.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 32.50 lakhs Venue cost and ₹6.50 lakhs for other admissible expenses) subject to Plastic EPC ensuring participation of 25 Indian exporters.
- 4.35.8 EC approved the proposal with MAI assistance of ₹39.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 32.50 lakhs Venue cost and ₹6.50 lakhs for other admissible expenses) subject to Plastic EPC ensuring participation of 25 Indian exporters.

**Item No. 36: Proposal of Plastic EPC for organizing India Pavilion in NPE 2012 at Orlando, USA during 1-5 April 2012.**

- 4.36.1 The total estimated cost of the project for 2012-13 is ₹107.00 lakhs.
- 4.36.2 The total MAI assistance sought for 2012-13 is ₹68.25 lakhs.
- 4.36.3 The proposed activities to be undertaken under the project is to organize India Pavilion in NPE 2012 at Orlando, USA during 1-5 April 2012. The Council is planning to participate with 15 participants for the event.
- 4.36.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.36.5 Specific targeted benefit after completion of the project is to boost our share of exports in US and surrounding countries and participation at this event is expected to facilitate Indian plastic industry to enter this region.
- 4.36.6 EP (CAP) Division, DoC has recommended the proposal.
- 4.36.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹68.25 Lakhs under para 7.1.2 of the MAI guidelines (₹ 61.10 lakhs Venue cost and ₹7.15 lakhs for other admissible expenses) subject to Plastic EPC ensuring participation of 25 Indian exporters.

- 4.36.8 EC approved the proposal with MAI assistance of ₹68.25 Lakhs under para 7.1.2 of the MAI guidelines (₹ 61.10 lakhs Venue cost and ₹7.15 lakhs for other admissible expenses) subject to Plastic EPC ensuring participation of 25 Indian exporters.

**Item No. 37: Proposal of Plastic EPC for organizing India Pavilion in Paper Arabia 2012, Dubai, UAE during September / October 2012.**

- 4.37.1 The total estimated cost of the project for 2012-13 is ₹72.50 lakhs.
- 4.37.2 The total MAI assistance sought for 2012-13 is ₹46.15 lakhs.
- 4.37.3 The proposed activities to be undertaken under the project is to organize India Pavilion in Paper Arabia 2012, Dubai, UAE during September / October 2012. The Council is planning to participate with 25 participants for the event.
- 4.37.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.37.5 Specific targeted benefit after completion of the project is establishing new business contacts. Therefore, the India pavilion at Paper Arabia 2012, as a part of the export promotion strategy, will be an excellent opportunity to increase our share of export. Further, this is also a good platform to promote other stationery items made from paper in partnership with Capexcil.
- 4.37.6 EP (CAP) Division, DoC has recommended the proposal.
- 4.37.7 SC observed that in view of the pre-eminence of the event, Plexconcil need to increase Indian participation in the event and also including exporters of Capexcil and submit revised proposal with participation of 38 exporters (30 from Plexconcil and 8 from Capexcil). Accordingly, Plexconcil submitted revised proposal seeking an MAI assistance of ₹ 66.30 lakhs with estimated expenditure of ₹ 103.50 lakhs.
- 4.37.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹64.35 Lakhs under para 7.1.2 of the MAI guidelines (₹58.50 lakhs venue cost and ₹ 5.85 lakhs for other admissible expenses) subject to Plastic EPC ensuring participation of 38 Indian exporters.
- 4.37.9 EC approved the proposal with MAI assistance of ₹64.35 Lakhs under para 7.1.2 of the MAI guidelines (₹58.50 lakhs venue cost and ₹ 5.85 lakhs for other admissible expenses) subject to Plastic EPC ensuring participation of 38 Indian exporters.

**Item No. 38: Proposal of ESC EPC for organizing participation of Indian IT software and services companies in Internet World at UK during May 2012.**

- 4.38.1 The total estimated cost of the project for 2012-13 is ₹74.90 lakhs.
- 4.38.2 The total MAI assistance sought for 2012-13 is ₹44.13 lakhs.
- 4.38.3 The proposed activities to be undertaken under the project is to organize participation of Indian IT software and services companies in Internet World at UK

during May 2012. The Council is planning to participate with 20 exporters for the event.

- 4.38.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.38.5 Specific targeted benefit after completion of the project is to provide a platform to Indian SMEs to tap the UK and also in EU region. It will enable the Indian SMEs to identify the customers and their requirements in terms of specification.
- 4.38.6 EP (E&SW) Division, DoC has recommended the proposal.
- 4.38.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 20 Indian exporter.
- 4.38.8 The proposal was deferred by EC, for further examination on file.

**Item No. 39: Proposal of ESC EPC for organizing participation of Indian ICT companies in Japan IT Week at Tokyo International Exhibition Centre, Japan during 9-12 May 2012.**

- 4.39.1 The total estimated cost of the project for 2012-13 is ₹76.31 lakhs.
- 4.39.2 The total MAI assistance sought for 2012-13 is ₹45.05 lakhs.
- 4.39.3 The proposed activities to be undertaken under the project is to organize participation of Indian ICT companies in Japan IT Week at Tokyo International Exhibition Centre, Japan during 9-12 May 2012. The Council is planning to participate with 15 exporters in the event.
- 4.39.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.39.5 Specific targeted benefit after completion of the project is to network with ICT buyers from Japan, end-user industry, as well as ICT firms in Japan and its neighbouring countries. It helps the Indian participants to promote awareness of India's ICT export and offerings to SMEs/end user industry at large in the Japan.
- 4.39.6 EP (E&SW) Division, DoC has recommended the proposal.
- 4.39.7 SC directed that ESC EPC should ensure participation 20 Indian exporters in the event.
- 4.39.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 20 Indian exporters.
- 4.39.9 The proposal was deferred by EC, for further examination on file.

**Item No. 40: Proposal of ESC EPC for organizing participation of Indian ICT companies in CeBIT Australia at Sydney during 22-24 May 2012.**

- 4.40.1 The total estimated cost of the project for 2012-13 is ₹76.96 lakhs.
- 4.40.2 The total MAI assistance sought for 2012-13 is ₹48.76 lakhs.

- 4.40.3 The proposed activities to be undertaken under the project is to organize participation of Indian ICT companies in CeBIT Australia at Sydney during 22-24 May 2012. The Council is planning to participate with 14 exporters for the event.
- 4.40.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.40.5 Specific targeted benefit after completion of the project is to increase the visibility of the Indian IT software development and innovative IT services / ITES providing capability profiles to prospective IT customers. Enable Indian exhibitors to assess the overall market dynamics, trend and future prospects. Enable Indian exhibitors to network with prospective IT/ICT customers and above all increase in India's export of IT services / ICT products to Australia.
- 4.40.6 EP (E&SW) Division, DoC has recommended the proposal.
- 4.40.7 SC directed that ESC EPC should ensure participation of 20 Indian exporters in the event.
- 4.40.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 39.37 lakhs Venue cost and ₹0.63 lakhs for other admissible expenses) subject to ESC EPC ensuring participation of 20 Indian exporters.
- 4.40.9 EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 39.37 lakhs Venue cost and ₹0.63 lakhs for other admissible expenses) subject to ESC EPC ensuring participation of 20 Indian exporters.

**Item No. 41: Proposal of ESC EPC for organizing participation of Indian IT software and services companies in World BPO Forum 2012, USA at New Jersey, USA during 30-31 May 2012.**

- 4.41.1 The total estimated cost of the project for 2012-13 is ₹129.30 lakhs.
- 4.41.2 The total MAI assistance sought for 2012-13 is ₹78.84 lakhs.
- 4.41.3 The proposed activities to be undertaken under the project is to organize participation of Indian IT software and services companies in World BPO Forum 2012, USA at New Jersey, USA during 30-31 May 2012. The Council is planning to participate with 16 exporters for the event.
- 4.41.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.41.5 Specific targeted benefit after completion of the project is to give Indian companies an insight into the US market and provide them with sufficient inputs to fine tune their export strategy. It will help the Indian IT participants to promote awareness of India's IT services offerings to IT SMEs / end user industry at large in the US, and thus, help in enhancing India's ITeS market share in the US.
- 4.41.6 EP (E&SW) Division, DoC has recommended the proposal.



- 4.41.7 SC directed that ESC EPC should ensure participation of 20 Indian exporters in the event.
- 4.41.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 20 Indian exporters.
- 4.41.9 The proposal was deferred by EC, for further examination on file.

**Item No. 42: Proposal of ESC EPC for organizing participation of Indian IT software and services companies in Gitex, 2012 Dubai during October 2012.**

- 4.42.1 The total estimated cost of the project for 2012-13 is ₹119.75 lakhs.
- 4.42.2 The total MAI assistance sought for 2012-13 is ₹70.00 lakhs.
- 4.42.3 The proposed activities to be undertaken under the project is to organize participation of Indian IT software and services companies in Gitex, 2012 Dubai during October 2012. The Council is planning to participate with 40 exporters for the event.
- 4.42.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.42.5 Specific targeted benefit after completion of the project is to help the Indian IT participants to promote awareness of India's IT services offerings to IT SMEs / end user industry at large in the US, and thus, help in enhancing India's IT software and services market share to the entire Middle East and WANA region.
- 4.42.6 EP (E&SW) Division, DoC has recommended the proposal.
- 4.42.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹71.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 68.25 lakhs Venue cost and ₹2.75 lakhs for other admissible expenses) subject to ESC EPC ensuring participation of 40 Indian exporters.
- 4.42.8 EC approved the proposal with MAI assistance of ₹71.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 68.25 lakhs Venue cost and ₹2.75 lakhs for other admissible expenses) subject to ESC EPC ensuring participation of 40 Indian exporters. EC also directed that HCI should give a report on the event.

**Item No. 43: Proposal of ESC EPC for organizing participation in Electronica 2012 at New Munich Trade Fair Centre, Germany during 13-16 November 2012.**

- 4.43.1 The total estimated cost of the project for 2012-13 is ₹127.47 lakhs.
- 4.43.2 The total MAI assistance sought for 2012-13 is ₹79.28 lakhs.
- 4.43.3 The proposed activities to be undertaken under the project is to organize participation of Indian ICT companies in Electronica 2012 at New Munich Trade Fair Centre, Germany during 13-16 November 2012. The Council is planning to participate with 25 exporters for the event.

- 4.43.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.43.5 Specific targeted benefit after completion of the project is to increase the visibility of the Indian ICT products to prospective ICT customers. Enable Indian exhibitors to assess the overall market dynamics and trend and future prospects. Enable Indian exhibitors to network with prospective ICT customers and above all increase in India's export of ICT products to Germany and other EU countries.
- 4.43.6 EP (E&SW) Division, DoC has recommended the proposal.
- 4.43.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 69.29 lakhs Venue cost and ₹0.71 lakhs for other admissible expenses) subject to ESC EPC ensuring participation of 25 Indian exporters.
- 4.43.8 Chairman requested JS(ITP), MEA to obtain a detailed report from CGI, Munich after competition of the project.
- 4.43.9 EC approved the proposal MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines (₹ 69.29 lakhs Venue cost and ₹0.71 lakhs for other admissible expenses) subject to ESC EPC ensuring participation of 25 Indian exporters.

**Item No. 44: Proposal of ESC EPC for organizing participation of Indian ICT companies in CeBIT 2013 at Hannover, Germany during 5-9, March 2013.**

- 4.44.1 The total estimated cost of the project for 2012-13 is ₹119.90 lakhs.
- 4.44.2 The total MAI assistance sought for 2012-13 is ₹77.93 lakhs.
- 4.44.3 The proposed activities to be undertaken under the project is to organize participation of Indian ICT companies in CeBIT 2013 at Hannover, Germany during 5-9, March 2013. The Council is planning to participate with 25 participants for the event.
- 4.44.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.44.5 Specific targeted benefit after completion of the project is to increase the visibility of the Indian IT products to prospective IT customers. Enable Indian exhibitors to assess the overall market dynamics and trend and future prospects. Enable Indian exhibitors to network with prospective IT customers and above all increase in India's export of IT products to Germany and EU countries.
- 4.44.6 EP (E&SW) Division, DoC has recommended the proposal.
- 4.44.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 25 Indian exporters.
- 4.44.8 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ESC EPC ensuring participation of 25 Indian exporters.

**Item No. 45: Proposal of Texprocil for Organising participation in Tanzania International Trade Fair from 1-5 July, 2012 at Dar-es-Salam, Tanzania and Brand India Show during 27-28 June, 2012 at Nairobi, Kenya.**

- 4.45.1 The total estimated cost of the project for 2012-13 is ₹130.00 lakhs.
- 4.45.2 The total MAI assistance sought for 2012-13 is ₹84.50 lakhs.
- 4.45.3 The proposed activities to be undertaken under the project is to organize participation in Tanzania International Trade Fair & Brand India Show at Kenya during 27-28 June 2012. The Council is planning to participate with 20 participants for the event.
- 4.45.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.45.5 Specific targeted benefit after completion of the project is after export promotion efforts for the next 3 years, it is expected that exports to East African region will substantially increase.
- 4.45.6 M/o Textiles has recommended the proposal.
- 4.45.7 SC directed Texprocil to increase the number of Indian exporter participating in the event upto 30. The representative of Texprocil stated that they will have to revise the cost estimates accordingly.
- 4.45.8 The representative of Texprocil also informed SC that they now want to organize the event on 27-28 June 2012 at Nairobi, Kenya and from 1-5 July 2012 at Tanzania (total 7 days). They also submitted revised cost estimates / MAI assistance for the project on account of its longer duration. The revised total estimated cost of the project is ₹197.60 lakhs with MAI assistance sought being ₹ 128.44 lakhs.
- 4.45.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.38 Lakhs under para 7.1.2 of the MAI guidelines (₹ 91.26 for Venue related cost and ₹ 9.12 for other admissible expenses) subject to Texprocil ensuring participation of 30 Indian exporters.
- 4.45.10 EC approved the proposal with MAI assistance of ₹100.38 Lakhs under para 7.1.2 of the MAI guidelines (₹ 91.26 for Venue related cost and ₹ 9.12 for other admissible expenses) subject to Texprocil ensuring participation of 30 Indian exporters.

**Item No. 46: Proposal of Texprocil for organizing Brand India Textiles and clothing Trade Show in Brazil at Santa Catharina during 16-21 August 2012 and Sao Paulo during 20-21 August 2012.**

- 4.46.1 The total estimated cost of the project for 2012-13 is ₹145.60 lakhs.
- 4.46.2 The total MAI assistance sought for 2012-13 is ₹94.64 lakhs.

- 4.46.3 The proposed activities to be undertaken under the project is to organize Brand India Textiles and clothing Trade Show in Brazil at Santa Catharina during 16-21 August 2012 and Sao Paulo during 20-21 August 2012. The Council is planning to participate with 20 participants for the event.
- 4.46.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.46.5 Specific targeted benefit after completion of the project is after export promotion efforts for the next 3 years, it is expected that exports to Brazil will increase two fold.
- 4.46.6 M/o Textiles has recommended the proposal.
- 4.46.7 SC was informed by the representative of Texprocil that they have already identified 100 buyers for the event at Santa Catharina, which is the textile hub in Brazil. SC directed Texprocil to increase their number of Indian exporter participating in the event upto 30. The representative of Texprocil stated that they will have to revise the cost estimates.
- 4.46.8 Accordingly, Texprocil submitted revised cost estimates of the project as ₹218.40 lakhs with MAI assistance sought being ₹ 141.96 lakhs.
- 4.46.9 SC recommended the proposal for consideration of EC with MAI assistance of ₹104.10 Lakhs under para 7.1.2 of the MAI guidelines (₹ 94.64 for Venue related cost and ₹ 9.46 for other admissible expenses) subject to Texprocil ensuring participation of 30 Indian exporters.
- 4.46.10 EC approved the proposal with MAI assistance of ₹104.10 Lakhs under para 7.1.2 of the MAI guidelines (₹ 94.64 for Venue related cost and ₹ 9.46 for other admissible expenses) subject to Texprocil ensuring participation of 30 Indian exporters.

**Item No. 47: Proposal of Texprocil for organizing participation in Australian International sourcing Fair, Sydney Australia during 13-15 November 2012.**

- 4.47.1 The total estimated cost of the project for 2012-13 is ₹267.60 lakhs.
- 4.47.2 The total MAI assistance sought for 2012-13 is ₹173.94 lakhs.
- 4.47.3 The proposed activities to be undertaken under the project is to organize participation in Australian International sourcing Fair, Sydney Australia during 13-15 November 2012. The Council is planning to participate with 50 participants for the event.
- 4.47.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.47.5 Specific targeted benefit after completion of the project is after export promotion efforts for the next 3 years, it is expected that exports will increase to US\$ 400 million.
- 4.47.6 M/o Textiles has recommended the proposal.

- 4.47.7 SC was informed by the representative of Texprocil that they have resolved their issue of space allotment with ITPO and they have already got firm commitment from the Fair authorities about allotment of space to them.
- 4.47.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹148.72 Lakhs under para 7.1.2 of the MAI guidelines (₹ 135.20 for Venue related cost and ₹ 13.52 for other admissible expenses) subject to Texprocil ensuring participation of 50 Indian exporters.
- 4.47.9 Chairman observed that Texprocil should organize the event in close coordination with ITPO, to maximise Indian participation
- 4.47.10 EC approved the proposal with MAI assistance of ₹148.72 Lakhs under para 7.1.2 of the MAI guidelines (₹ 135.20 for Venue related cost and ₹ 13.52 for other admissible expenses) subject to Texprocil (Co-organized by ITPO) ensuring participation of 50 Indian exporters.

**Item No. 48: Proposal of Texprocil for organizing participation in Colombiatex, Medellin city, Colombia during January 2013.**

- 4.48.1 The total estimated cost of the project for 2012-13 is ₹90.80 lakhs.
- 4.48.2 The total MAI assistance sought for 2012-13 is ₹59.02 lakhs.
- 4.48.3 The proposed activities to be undertaken under the project is to organize participation in Colombiatex, Medellin city, Colombia during January 2013. The Council is planning to participate with 20 participants for the event. The exact date of the event has not been mentioned by Council.
- 4.48.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 4.48.5 Specific targeted benefit after completion of the project is after export promotion efforts for the next 3 years, it is expected that exports will increase to US\$ 250 million.
- 4.48.6 M/o Textiles has recommended the proposal.
- 4.48.7 SC observed that the minimum number of participants should be 25 for the event within the same budget.
- 4.48.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹45.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 25 Indian exporters.
- 4.48.9 EC approved the proposal with MAI assistance of ₹45.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 25 Indian exporters.

## **Agenda Item No. 5**

**Proposals deferred by EC of MAI in its meeting held on 31.10.2011**

### **Item No. 1: Proposal of ASSOCHAM for organizing India Pavilion at 4<sup>th</sup> Meditex Bangladesh, Dhaka during 19-21 April 2012.**

- 5.1.1 The total estimated cost of the project for 2012-13 is ₹79.57 lakhs.
- 5.1.2 The total MAI assistance sought for 2012-13 is ₹79.57 lakhs.
- 5.1.3 The proposed activities to be undertaken under the project is to organize India Pavilion at 4<sup>th</sup> Meditex Bangladesh, Dhaka during 19-21 April 2012. ASSOCHAM is planning to participate in the event with 35 leading manufacturers / exporters / traders / producers etc.
- 5.1.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 5.1.5 Specific targeted benefit after completion of the project is to provide exposure to Indian companies to establish contacts, linkages and to showcase their products to international buyers during B2B meetings for export tie-up / contract signing / technology transfer/ joint venture.
- 5.1.6 FT(SA) Division, DoC has recommended the proposal.
- 5.1.7 SC was informed by the representative of ASSOCHAM that the focus sectors are pharmaceuticals, medical equipments and hospitals.
- 5.1.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 35 Indian participants.
- 5.1.9 The proposal was deferred by EC in its meeting held on 31.10.2011.
- 5.1.10 EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 35 Indian participants.

### **Item No. 2: Proposal of ASSOCHAM for organising India pavilion 27<sup>th</sup> International Autumn Trade Fair 2012 at Dubai, UAE from 13-15 December, 2012.**

- 5.2.1 The total estimated cost of the project for 2012-13 is ₹88.00 lakhs.
- 5.2.2 The total MAI assistance sought for 2012-13 is ₹88.00 lakhs.
- 5.2.3 The proposed activities to be undertaken under the project is to organize India pavilion in 27<sup>th</sup> International Autumn Trade Fair 2012 at Dubai, UAE from 13-15 December, 2012 with 35 Indian leading manufacturers, exporters, traders, producer of retail industry etc. list of participants is annexed with their proposal, showcasing

their products in "Indian pavilion" for international buyers and B2B meetings between international Buyers and Indian exhibitors.

- 5.2.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 5.2.5 Specific targeted benefit after completion of the project is to provide exposure to Indian companies to establish contacts, linkages and to showcase their products to thousands of international buyer during B2B meetings for export tie-up/contract signing to accelerate the pace of exports trade & investment, to generate minimum export business, trade opportunities & investment. Many MoU's are expected to sign for regular supply of exports and business of ₹20 Crores is expected to generate.
- 5.2.6 FT(WANA) Division, DOC has recommended the proposal.
- 5.2.7 SC recommended the proposal for consideration of EC with the assistance of ₹ 50.05 lakhs under para 7.1.2 of the MAI guidelines.
- 5.2.8 The proposal was deferred by EC in its meeting held on 31.10.2011.
- 5.2.9 EC deferred consideration of the proposal and directed that E&MDA Division, DOC to examine the proposal on file keeping in consideration the number of events being held in Dubai.

**Item No. 3: Proposal of ITPO for organizing India Pavilion at Summer Fancy Food Show at Washington, USA during 17-19 July 2012.**

- 5.3.1 The total estimated cost of the project for 2012-13 is ₹165.00 lakhs.
- 5.3.2 The total MAI assistance sought for 2012-13 is ₹103.35 lakhs.
- 5.3.3 The proposed activities to be undertaken under the project is to organize India Pavilion at Summer Fancy Food Show at Washington, USA during 17-19 July 2012 in about 4000 sq.ft. area. Focus product food processing industry. The number of Indian participants in the event would be 30, as mentioned by ED, ITPO.
- 5.3.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 5.3.5 Specific targeted benefit after completion of the project is to avail one of the best platforms available to promote India as a destination for investments in food processing sector, to promote exports of food products from India, to understand expectation and requirement of global importers and to create awareness and help acceptance worldwide.
- 5.3.6 FT(NAFTA) Division, DOC has recommended the proposal.
- 5.3.7 SC recommended the proposal for consideration of the EC with MAI assistance of ₹103.35 lakhs under para 7.1.2 of the MAI guidelines.
- 5.3.8 The proposal was deferred by EC in its meeting held on 31.10.2011.

- 5.3.9 EC approved the proposal with MAI assistance of ₹103.35 lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 30 Indian exporters.

**Item No. 4: Proposal of ITPO for organizing India Pavilion at Sial Food Fair, Paris, France during 21-25 October 2012.**

- 5.4.1 The total estimated cost of the project for 2012-13 is ₹349.50 lakhs.
- 5.4.2 The total MAI assistance sought for 2012-13 is ₹137.80 lakhs.
- 5.4.3 The proposed activities to be undertaken under the project is to organize a state of the art India pavilion at Sial Food Fair, Paris, France during 21-25 October 2012 in about 1500sqm area, organize business seminars and B2B meetings. **Focus product food processing industry. The number of Indian participants in the event would be 85, as mentioned by ED, ITPO.**
- 5.4.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 5.4.5 Specific targeted benefit after completion of the project is the objective of the event is to project India's capabilities in food industry and promote India as a destination for investments in food processing sector.
- 5.4.6 FT(Europe) Division, DOC has recommended the proposal.
- 5.4.7 SC recommended the proposal for consideration of the EC with MAI assistance of ₹137.80 lakhs under para 7.1.2 of the MAI guidelines.
- 5.4.8 The proposal was deferred by EC in its meeting held on 31.10.2011.
- 5.4.9 EC approved the proposal with MAI assistance of ₹137.80 lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 85 Indian exporters.

**Item No. 5: Proposal of ITPO for organizing India Pavilion at AAPEX Show Las Vegas, USA during November 2012.**

- 5.5.1 The total estimated cost of the project for 2012-13 is ₹122.50 lakhs.
- 5.5.2 The total MAI assistance sought for 2012-13 is ₹76.95 lakhs.
- 5.5.3 The proposed activities to be undertaken under the project is to organize a state of the art India pavilion at AAPEX Show Las Vegas, USA during November 2012 in 300 sq.m area with 30, companies, organize business seminars and B2B meetings. Focus product Engineering sector.
- 5.5.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 5.5.5 Specific targeted benefit after completion of the project is to promote India's strengths and capabilities of Indian auto component industry in a befitting manner. Promote India as a destination for investments in auto industry and to understand latest technological developments taking in the auto market.



- 5.5.6 FT(NAFTA) Division, DOC has recommended the proposal.
- 5.5.7 SC recommended the proposal for consideration of the EC with MAI assistance of ₹71.50 lakhs under para 7.1.2 of the MAI guidelines.
- 5.5.8 The proposal was deferred by EC in its meeting held on 31.10.2011.
- 5.5.9 EC approved the proposal with MAI assistance of ₹71.50 lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 30 Indian exporters.

**Item No. 6: Proposal of ITPO for organizing India Pavilion at Medica-International Trade Fair for Medical Technology, Dusseldorf, Germany during 14-17 November 2012.**

- 5.6.1 The total estimated cost of the project for 2012-13 is ₹147.20 lakhs.
- 5.6.2 The total MAI assistance sought for 2012-13 is ₹92.15 lakhs.
- 5.6.3 The proposed activities to be undertaken under the project is to organize a state of the art India pavilion, business seminars and B2B meeting at Medica-International Trade Fair for Medical Technology, Dusseldorf, Germany during 14-17 November 2012 in about 400 sq.m area, The number of Indian participants in the event would be 35, as mentioned by ED, ITPO. Focus product Hospital Supplies and Disposables.
- 5.6.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 5.6.5 Specific targeted benefit after completion of the project is to promote strengths and capabilities of Indian hospital supplies, to make Indian industry aware of latest technological developments taking place in medical supplies industry.
- 5.6.6 FT(Europe) Division, DOC has recommended the proposal.
- 5.6.7 SC recommended the proposal for consideration of the EC with MAI assistance of ₹92.15 lakhs under para 7.1.2 of the MAI guidelines.
- 5.6.8 The proposal was deferred by EC in its meeting held on 31.10.2011.
- 5.6.9 EC approved the proposal with MAI assistance of ₹92.15 lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 35 Indian exporters.
- 5.6.10 EC also directed that Ms. Amrit Raj, Director, Finance, DOC to submit a report after participating in the event (ITPO to arrange for travel & stay, expenditure to be reimbursed to ITPO on actual basis under MAI scheme).

**Item No. 7: Proposal of AEPC for organizing Fashion Forecast Seminar during March 2013.**

- 5.7.1 The total estimated cost of the project for 2012-13 is ₹50.00 lakhs.
- 5.7.2 The total MAI assistance sought for 2012-13 is ₹32.50 lakhs.

- 5.7.3 The proposed activities to be undertaken under the project is to organize Fashion Forecast Seminar during March 2013. The Council is organizing Fashion Forecast Seminar during March 2013 in Jaipur, Mumbai, Ludhiana, Bangalore, Tirupur, Chennai, Kolkata and Apparel House, Gurgaon.
- 5.7.4 Specific targeted benefit after completion of the project is to identify and develop new markets and information pertaining to colour forecast, Design trends, fabric design etc for spring summer 2013. Providing professional training on fashion forecast for the entire Apparel industry. Fashion merchandiser and fashion designer from Export houses get more information about the new market and design colour forecasting.
- 5.7.5 M/o Textiles and EP(Text) Division, DoC has recommended the proposal.
- 5.7.6 SC recommended the proposal for consideration of EC with MAI assistance of ₹30.00 Lakhs under para 7.1.6 of the MAI guidelines.
- 5.7.7 The proposal was deferred by EC in its meeting held on 31.10.2011.
- 5.7.8 EC approved the proposal with MAI assistance of ₹30.00 Lakhs under para 7.1.6 of the MAI guidelines.

**Item No. 8: Proposal of AEPC for organizing Mega Apparel show at Las Vegas Magic Fair in USA during August 2012 & February 2013.**

- 5.8.1 The total estimated cost of the project for 2012-13 is ₹412.52 lakhs.
- 5.8.2 The total MAI assistance sought for 2012-13 is ₹268.13 lakhs.
- 5.8.3 The proposed activities to be undertaken under the project is to organize Mega Apparel show at Las Vegas Magic Fair in USA during August & February 2012. The exact date is not mentioned by Council. The Council is planning to participate with 35 exhibitors (50 booths) for each activity.
- 5.8.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 5.8.5 Specific targeted benefit after completion of the project is to increase in expected order that will be booked / growth in each of the forthcoming fairs by at least 20%.
- 5.8.6 M/o Textiles and EP(Text) Division, DoC has recommended the proposal.
- 5.8.7 SC directed that the number of Indian exhibitors have to be increased and a revised proposal may be submitted by AEPC. AEPC submitted a revised proposal envisaging participation of 45 Indian exporters with revised project cost of ₹ 412.52 lakhs and seeking assistance of ₹ 268.13 lakhs under MAI for the two events.
- 5.8.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹225.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 45 Indian exporters in each of the two events.

- 5.8.9 The proposal was deferred by EC in its meeting held on 31.10.2011.
- 5.8.10 EC approved the proposal with MAI assistance of ₹225.00 Lakhs under para 7.1.2 of the MAI guidelines subject to AEPC ensuring participation of 45 Indian exporters in each of the two events.

**Item No. 9: Proposal of Carpet EPC for organizing participation in Qinghai International Carpet Exhibition at Xining, Qinghai, China during June 2012.**

- 5.9.1 The total estimated cost of the project for 2012-13 is ₹100.45 lakhs.
- 5.9.2 The total MAI assistance sought for 2012-13 is ₹90.41 lakhs.
- 5.9.3 The proposed activities to be undertaken under the project is to organize participation in Qinghai International Carpet Exhibition at Xining, Qinghai, China during June 2012. The Council is planning to participate in the event with 20-25 registered exporters-members in the fair. The exact date has not been mentioned by Council.
- 5.9.4 Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 5.9.5 Specific targeted benefit after completion of the project is to increase business both quantitatively and qualitatively. The fair is likely to generate a business over US\$ 100 million. Indian handmade carpet industry as a whole will be benefited.
- 5.9.6 M/o Textiles and EP(Text) Division, DoC has recommended the proposal.
- 5.9.7 SC was informed by Chairman, Carpet EPC that only reimbursement of airfare / hotel stay is being provided for the buyers by the Qinghai International Carpet Exhibition authorities. In view of the above SC decided that the level of assistance for this event would be at the normal level of 65% provided ED, Carpet EPC is able to certify that none of the participating members availed any reimbursement of venue cost / participation expenses (MAI admissible components).
- 5.9.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹57.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Carpet EPC ensuring participation of 25 Indian exporters and the requisite certificate as mentioned in para 19.7 above.
- 5.9.9 The proposal was deferred by EC in its meeting held on 31.10.2011.
- 5.9.10 Chairman directed that in the first instance a report on the event be obtained from Eol, Beijing. The proposal was deferred by EC, for further examination on file.

**Item No. 10: Proposal of CLE for organizing participation in two days India Leather Show in Paris France during September 2012.**

- 5.10.1 The total estimated cost of the project for 2012-13 is ₹75.00 lakhs.
- 5.10.2 The total MAI assistance sought for 2012-13 is ₹67.50 lakhs.
- 5.10.3 The proposed activities to be undertaken under the project is to organize participation in two days India Leather Show in Paris France during September

2012. Exact date of the event has not been mentioned by Council. The Council is planning to participate in the event with 45-50 participants.

- 5.10.4 Assistance is admissible under para 7.1.2 and para 7.5.2 of the MAI guidelines.
- 5.10.5 Specific targeted benefit after completion of the project is to increase India's export of leather and leather products to France upto US\$ 550 million by 2016-17, at a CAGR of 15.12%.
- 5.10.6 EP(LSG) Division, DoC has recommended the proposal.
- 5.10.7 SC was informed by ED, CLE that they proposed to hold the event in September 2012.
- 5.10.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹59.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 50 Indian exporters.
- 5.10.10 The proposal was deferred by EC in its meeting held on 31.10.2011.
- 5.10.11 EC approved the proposal with MAI assistance of ₹59.00 Lakhs under para 7.1.2 and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 50 Indian exporters.

**Item No. 11: Proposal of Chemexcil for organizing India pavilion at 13<sup>th</sup> China International Agrochemical and Crop Protection Exhibition at Shanghai, China during 6-8 March 2012.**

- 5.11.1 The total estimated cost of the project for 2012-13 is ₹43.50 lakhs.
- 5.11.2 The total MAI assistance sought for 2012-13 is ₹28.27 lakhs.
- 5.11.3 The proposed activities to be undertaken under the project is to organize India Pavilion in China International Agrochemical and Crop Protection Exhibition at Shanghai, China, during March 2013. Chemexcil is planning to participate in the event with 20 members exports from India. The exact date of the event has not mentioned by Chemexcil.
- 5.11.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 5.11.5 Specific targeted benefit after completion of the project is to promote "Made in India" brand by putting up Indian pavilion in this show. To exhibit India's capability as supplier of world class products at most competitive prices. To exhibit India's capability in giving R&D support to foreign countries. To give much needed international exposure to Indian exporters, culminating in generation of export business.
- 5.11.6 EP(CAP) Division, DoC has recommended the proposal.

- 5.11.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹28.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 30 Indian exporters.
- 5.11.8 The proposal was deferred by EC in its meeting held on 31.10.2011.
- 5.11.9 EC approved the proposal with MAI assistance of ₹28.00 Lakhs under para 7.1.2 of the MAI guidelines subject to Chemexcil ensuring participation of 30 Indian exporters.

**Item No. 12: Proposal of TEXPROCIL for organizing National level participation in Textileprom, Russia during September 2012.**

- 5.12.1 The total estimated cost of the project for 2012-13 is ₹231.75 lakhs.
- 5.12.2 The total MAI assistance sought for 2012-13 is ₹150.63 lakhs.
- 5.12.3 The proposed activities to be undertaken under the project is to organize National level participation in Textileprom, Russia during September 2012. The Council is planning to participate in the event with 50 participants from all textiles related councils. The exact date has not been mentioned by Council.
- 5.12.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 5.12.5 Specific targeted benefit after completion of the project is to substantially increase exports from India to East European Region and CIS.
- 5.12.6 M/o Textiles and EP(Text) Division, DoC has recommended the proposal.
- 5.12.7 SC recommended the proposal for consideration of EC with MAI assistance of ₹116.00 Lakhs under para 7.1.2 of the MAI guidelines subject to TEXPROCIL ensuring participation of 50 Indian exporters.
- 5.12.8 EC deferred consideration of the proposal on request of JS (Export Promotion), M/o Textiles.
- 5.12.9 EC approved the proposal with MAI assistance of ₹116.00 Lakhs under para 7.1.2 of the MAI guidelines subject to TEXPROCIL ensuring participation of 50 Indian exporters.

**Item No. 13: Proposal of EEPC for organizing India pavilion at Middle East Electricity 2013, Dubai, UAE during February 2013.**

- 5.13.1 The total estimated cost of the project for 2012-13 is ₹73.80 lakhs.
- 5.13.2 The total MAI assistance sought for 2012-13 is ₹46.80 lakhs.
- 5.13.3 The proposed activities to be undertaken under the project is to organize India pavilion at Middle East Electricity 2013, Dubai, UAE during February 2013. EEPC is planning to participate in the event with 10 Indian participants. The exact date of the event has not been mentioned by the Council.

- 5.13.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 5.13.5 Specific targeted benefit after completion of the project is to provide the exhibitors with the opportunity to conduct serious business with their counterparts.
- 5.13.6 EP(Engg) Division, DoC has recommended the proposal.
- 5.13.7 SC directed that the number of Indian exhibitors have to be increased and a revised proposal may be submitted by EEPC. EEPC submitted a revised proposal envisaging participation of 20 Indian exporters with revised project cost of ₹ 73.80 lakhs and seeking assistance of ₹ 46.80 lakhs under MAI.
- 5.13.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹30.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 20 Indian participants.
- 5.13.9 The proposal was deferred by EC in absence of representative of EEPC India.

**Item No. 14: Proposal of EEPC for organizing India pavilion in EuroMold 2012, Frankfurt, Germany during November / December 2012.**

- 5.14.1 The total estimated cost of the project for 2012-13 is ₹39.50 lakhs.
- 5.14.2 The total MAI assistance sought for 2012-13 is ₹24.37 lakhs.
- 5.14.3 The proposed activities to be undertaken under the project is to organize India pavilion in EuroMold 2012, Frankfurt, Germany during November / December 2012. EEPC is planning to participate in the event with 10 Indian participants. The exact date of the event has not been mentioned by the Council.
- 5.14.4 Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 5.14.5 Specific targeted benefit after completion of the project is to provide the exhibitors with the opportunity to conduct serious business with their counterparts.
- 5.14.6 EP(Engg) Division, DoC has recommended the proposal.
- 5.14.7 SC directed that the number of Indian exhibitors have to be increased and a revised proposal may be submitted by EEPC. EEPC submitted a revised proposal envisaging participation of 15 Indian exporters with revised project cost of ₹ 39.50 lakhs and seeking assistance of ₹ 24.37 lakhs under MAI.
- 5.14.8 SC recommended the proposal for consideration of EC with MAI assistance of ₹24.37 Lakhs under para 7.1.2 of the MAI guidelines (as requested by EEPC in their revised proposal) subject to EEPC ensuring participation of 15 Indian participants.
- 5.14.9 The proposal was deferred by EC in absence of representative of EEPC India.

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**List of participants for Empowered Committee Meeting of MAI held on 22.12.2011**  
**in Room No. 141 under the Chairmanship of Shri Rahul Khullar, Commerce**  
**Secretary, Department of Commerce.**

1. Shri Rahul Khullar, Commerce Secretary ... Chairman
2. Shri Arvind Mehta, Joint Secretary, DoC
3. Shri D.S. Dhesi, Joint Secretary, DoC
4. Shri J.S. Deepak, Joint Secretary, DoC
5. Shri J.K. Dadoo, Joint Secretary, DoC
6. Shri Ravi Capoor, Joint Secretary, DoC
7. Shri Anurag Saxena, joint Secretary, DoC
8. Ms. Mridul Jain, Joint Secretary, DoC
9. Ms. Radhika Lokesh, Joint Secretary, MEA
10. Shri V. Srinivas, Joint Secretary, M/o Textiles
11. Ms. Sangeeta Godbole, Director, DoC
12. Ms. Amrit Raj, Director, DoC
13. Shri Sanoj Kumar Jha, Director, DoC
14. Shri Ajit B. Chavan, Deputy Secretary, DoC
15. Ms. Sutapa Mazumdar, Director, Planning Commission
16. Shri P. Dasgupta, Under Secretary, DoC
17. Shri J.P. Dutt, Under Secretary, M/o Textiles
18. Shri Neeraj Gupta, ED, ITPO
19. Ms. Rani George, Spl. Secretary, Government of Kerala
20. Shri Pramod das, MD, TRIFAC, Government of Madhya Pradesh
21. Shri Anil K.R. , Director NCRMI
22. Shri Ali Ahmed Khan, ED, CLE
23. Shri D.K. Sareen, ED, ESC EPC
24. Shri R.P. Kalyanpur, ED, Plastic EPC
25. Shri S.R. Dewan, Regional Director, Plastic EPC
26. Shri Siddhartha Rajagopal, ED, Texprocil
27. Shri K. Raju, Regional Director, Texprocil
28. Shri Vijay Mathur, DSG, AEPC
29. Shri Sneha, Joint Director, AEPC
30. Shri Sandeep Grover, COA Member, Wooltexpro
31. Shri A.K. Chakraborty, Director, Capexcil
32. Shri Sunil Kumar, Assistant Director, Capexcil
33. Shri J.P. Tiwari, Regional Director, Chemexcil
34. Shri R.K. Pathak, Secretary, TEPC
35. Shri Ashok Kumar, ED, TEPC
36. Shri Virendra Gupta, Senior Director, CII
37. Shri S.S. Chawla, ASSOCHAM
38. Shri D.S. Rajora, ASSOCHAM
39. Shri Rajesh Sharma, ASSOCHAM
40. Shri Rakesh Suraj, ASSOCHAM
41. Shri Shafi Akhtar, ASSOCHAM
42. Shri Rajeev Vihh, Addl. Director, FICCI
43. Shri Bodhisattwa Mukharjee, Dy. Director, ICC
44. Ms. Ivy Majumdar, Dy. Director, ICC
45. Dr. Anil K., faculty Research, IIFT
46. Shri Abhay Kumar Sinha, ARD, Pharmexcil

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